

Plain Talker

GULF STATES UTILITIES CO.
SEPTEMBER, 1957



Plain Talk

PLAIN TALKS is issued by the Advertising Department, Gulf States Utilities Company, Lock Drawer 2951, Beaumont, Texas. Kenneth Sutton, advertising director; James S. Turner, supervisor of publicity; Jack Stengler, associate editor; Jasper F. Worthy, contributing editor, Baton Rouge; Marie Allen, contributing editor.

GREAT AMERICAN TRAGEDY

Two weeks ago 42,135,000 young Americans said goodbye to Mom and Dad and left home for school by automobile, school bus, bicycle, or on foot.

Regardless of how they travel, the youngsters will be exposed to one of the great American tragedies — a traffic accident rate which continues to climb as more and more vehicles enter our nation's congested thoroughfares.

According to the Texas Safety Asso-

ciation, last year more than 150 students were killed in Texas, and approximately 8,920 were injured.

Our own Safety Department urges all of us who drive either company vehicles, or personal cars, or both, to keep alert behind the wheel at all times — especially in school and playground areas where carefree (and perhaps careless) children are playing.

This year's Texas Safety Association back-to-school safety slogan is most appropriate—"Give Children a Brake." We hope you do.

"GIVE — NOT UNTIL IT HURTS — BUT UNTIL IT FEELS GOOD . . . "

Whether the organization is called United Appeals, United Fund, Community Chest or United Givers in your community, its purpose is the same everywhere: to make our home towns better communities to live in.

The "once for all" organizations, whose general drives are held in October, serve as clearing houses which distribute donations to the worthwhile health, welfare and character-building agencies.

By donating to such an organization, you eliminate many contributions to each agency that annually solicits your help — and save time and money. The united fund-raising campaigns are much easier on the groups supported by this program, too, because they don't need to expend time and manpower on annual drives.

As a "good citizen where we serve," our Company has long supported the "give once for all" programs. Gulf Staters, too, have the splendid reputation of being generous givers and active workers in all such respected civic enterprises.

Most of us seem to agree with what one nice lady said: "I don't just give till it hurts. I give until it feels good."

D. H.



September, 1957

Vol. 35, No. 9

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OUR COVER



"This is the famous 'pigskin' which accompanies that annual Autumn fever known as football season" seems to be what 17-year old Jackie Ray Cox is telling 8-year old Ronald Tircuit. Why pigskin? "Well, it's made of cowhide, is tough as a mule and causes people to cheer themselves ho(a)rse." Sorry, coach. Maybe it's because you never can tell how the ball will bounce. Anyway, Jackie, two year letterman end on Istrouma High School's (Baton Rouge) Louisiana State AAA football champions, will get plenty of cheers from the Tircuit family. Jackie's sister, Joyce, is a member of our Baton Rouge Sales Department. Ron's dad, R. J. Tircuit, is a 15 year Gulf Stater at Louisiana Station. Ron's in the third grade at Winbourne School.

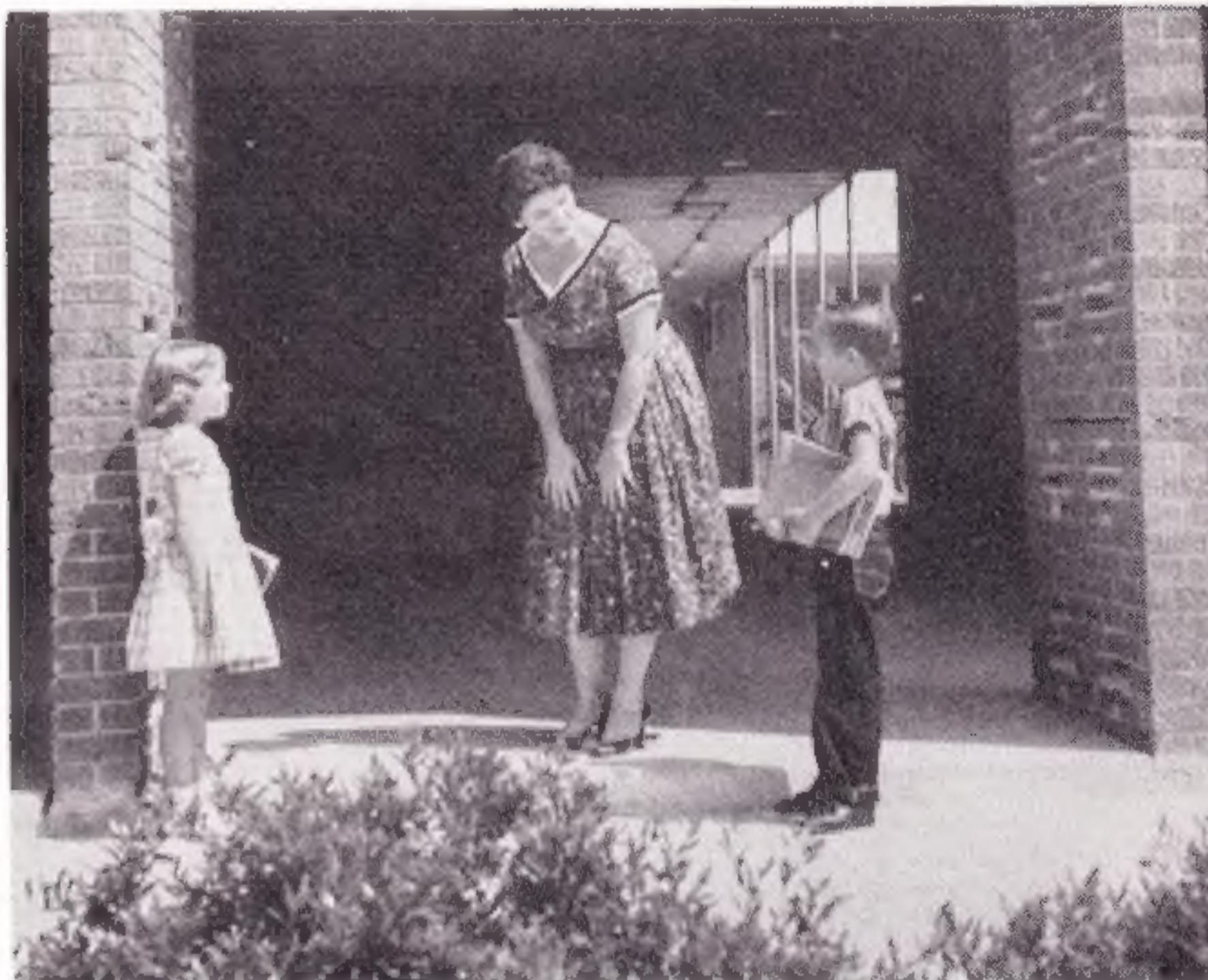


'Old Main' — Sam Houston State College, Huntsville

HALLS of LEARNING

From the College Walls of Ivy

To Bright New Little Red Schoolhouses



Howell Park Elementary School, Baton Rouge*

Our Schools Are Carrying Out Their Dual Responsibilities Of Educating Today's Generation; Building for Tomorrow's

More than 42 million students answered the nation's school bells this month, causing many a "little red schoolhouse" to bulge at the seams.

Schools in our service area, due to far-sighted planning by administrators and citizens, aren't as sorely pressed by the problem of too little space and a lack of teachers as are schools elsewhere.

For example:

A suburban community woke up one morning to find that its schools were in trouble. Population had doubled in a few years. Children were sitting two to a desk and teachers were hard to find.

This is the problem facing every state in our Union. There are 37,729,000 secondary students in our schools today and the enrollment increases every

year — 1,468,300 last year and 5,000,000 by 1960.

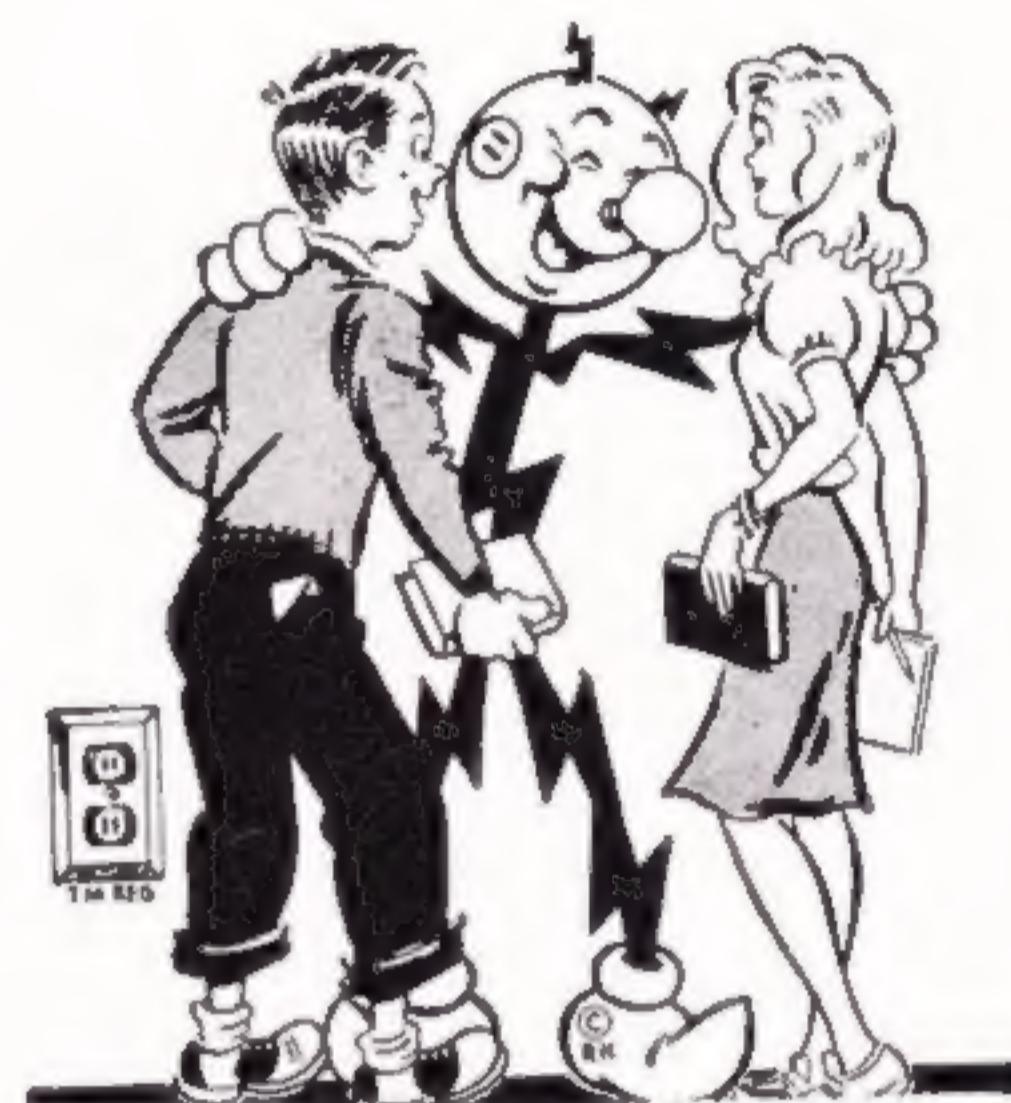
It isn't a problem for only elementary and secondary schools, colleges are finding they cannot accept all the applications they receive, and their outlook is for more to seek entrance. By 1970 high school graduates will increase 100% and those desiring a college education will rise 34% over the present.

Also, in 1956 - 1957 there were 40,666 foreign students attending our universities and colleges.

*Charlene Ann Kirkwood and Ronald Tircuit greet Mrs. Dorothy Heap, sixth grade teacher at Howell Park School in Baton Rouge. Charlene, seven, a second grade student, and Ronald, eight, third grade student, are children of Ramey Kirkwood and R. J. Tircuit, both of Louisiana Station.



Harold LaFosse Jr. waves to his mother and sister Theresa Lyne and brother Edmund Wayne as he starts off for his first day at school. He's enrolled at St. Anthony School, Beaumont. Mr. LaFosse is an accountant in our Beaumont office.



Oscar K. Baxley, Jr., commercial sales representative, and O. G. Floyd, system Commercial sales promotion supervisor, both of Beaumont, look over the electrical equipment in the kitchen of the new Louie M. Fehl Elementary School in the South Park School District of Beaumont.

"RIGHT TO EDUCATION"

Some states — like Delaware — have a "Right to Education" bill. They provide state money, from an allotment for this purpose, to college students needing financial assistance.

Our country has \$20 billion invested in school property and spends \$8 billion yearly for operation. But, this isn't so large when you consider it is a sound investment in the future of our country.

Thanks to progressive and far-sighted educational leaders in our area, building programs have kept pace with increasing enrollments — even though we live in one of our nation's fastest growing industrial regions.

At the eastern end of our system, Louisiana State University will begin its 98th academic year with a record-breaking enrollment of more than 10,000.

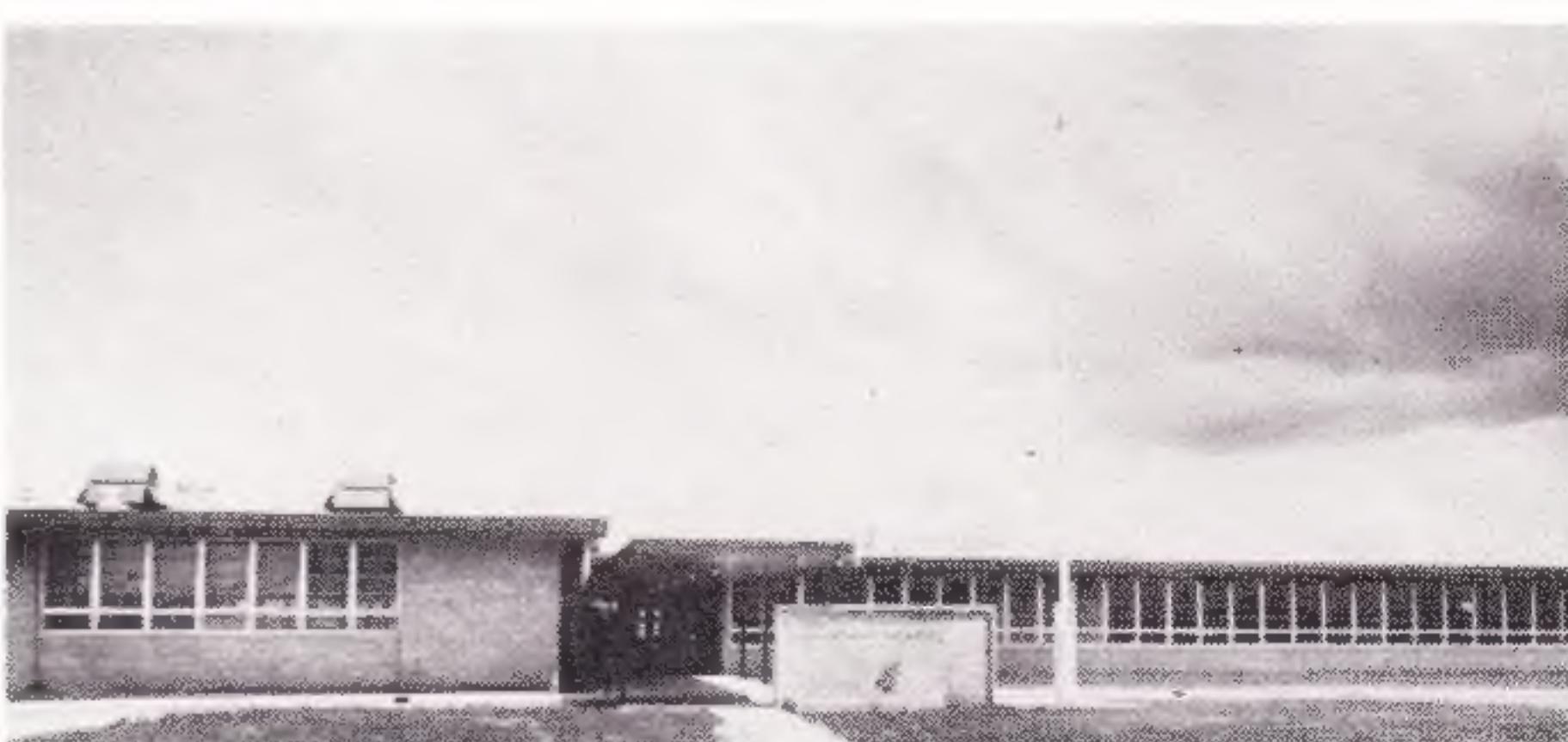
To meet this expansion, new classrooms and housing units are being constructed. Included are a new library, a dorm for 276 men in the south end of Tiger Stadium, another men's dorm north of the Field House and apartments for 104 married students.

Southern University in Baton Rouge is now the largest Negro university in the country. It has put in service a new football stadium, an agricultural exhibit building, a school for the deaf, and a gym and armory building.

Southwestern Louisiana Institute, at Lafayette, estimates 4,300 will enroll this year. Their building program includes — completed or under construction — two new men's dorms housing 200 students



Louie M. Fehl Elementary School—Beaumont



each, a women's dorm, an engineering building and a science building.

McNeese College at Lake Charles plans to welcome 2,200 students this year — 300 more than 1956. They opened a new boys' dorm, new science building and 20 apartments for married students. A student union building opened in May and a girls' dorm will open next fall.

Lamar State College in Beaumont expects an enrollment of 5,800 — an increase of 500 over last year. They have built a new library — and remodeled the old one — a business building, a biology-geology building and 35 apartments for married couples. Near completion are a men's dorm, a health center, a gymnasium and a \$100,000 swimming pool.

SCHOOLS ARE BUILDING BIGGER

In the west, Sam Houston State College will break its enrollment record set last year by more than 600 students.

They are undergoing a building program to meet this increase. A \$12 million program will be carried out in the next ten years to provide housing and classrooms for 6,000 students. This program will include dorms, additions to the biology building, a new English and art building and a new business administration building — which will expand the campus two additional blocks. A \$15 million loan has been approved for building six new dorms in the near future.

Our Company plays a helpful role in this expansion program by providing plenty of power to meet the needs of these schools — proper lighting, cooking, air-conditioning, etc.

It might be said that in this area we serve, we do our level best to help an estimated 150,000 students "learn better . . . electrically."

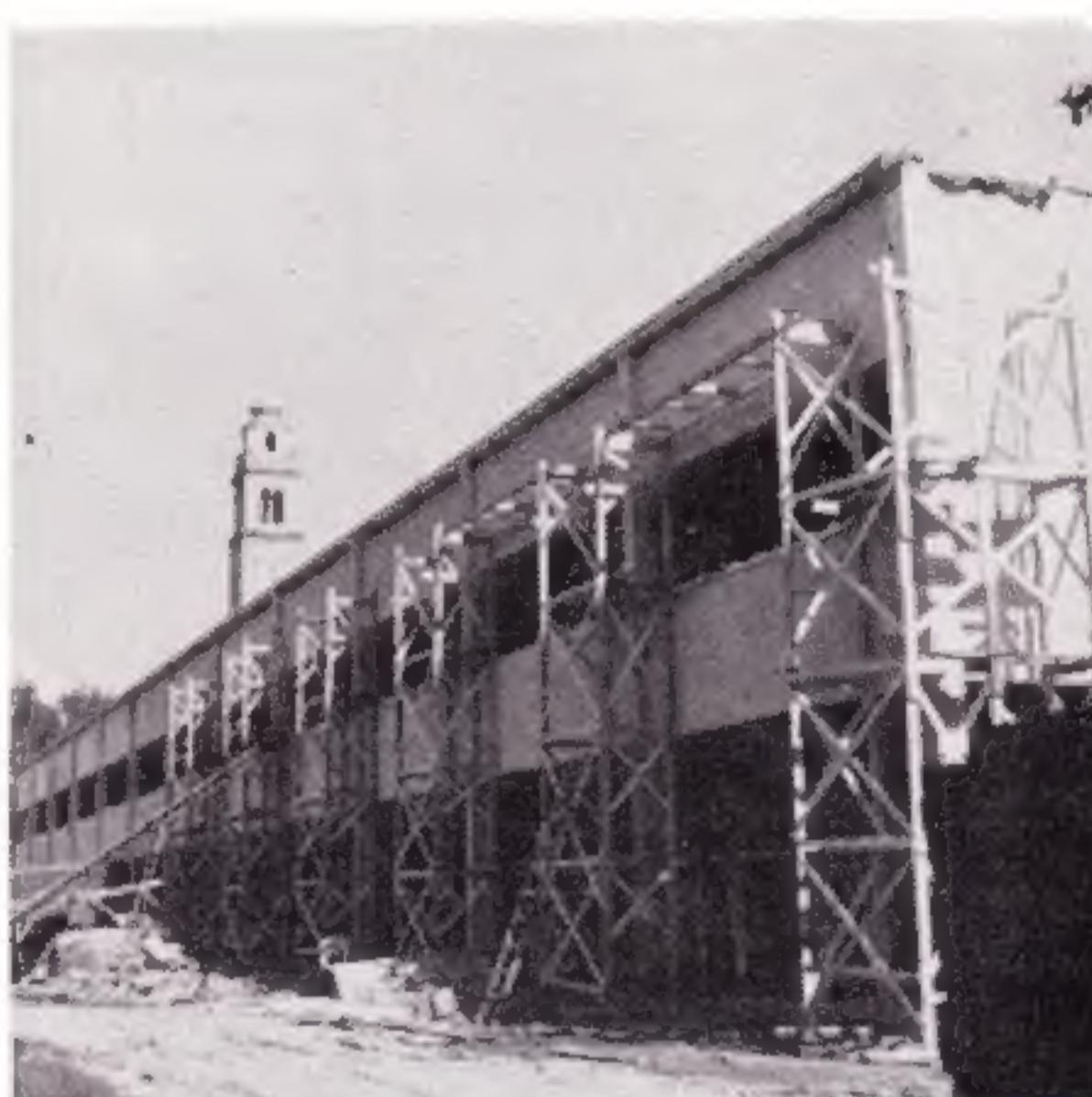
A new library is under construction at Louisiana State University in Baton Rouge. It is expected to be ready for use by next Spring.



Lamar State College—Beaumont



Louisiana State University—Baton Rouge



Sam Houston Elementary School—Port Arthur



Lincoln High School—Port Arthur



This shows why Beaumonters have dubbed our new building the "light house." This was Employees' Family Night.

Our friends and families had a chance to see the modern new skyscraper where 300 Gulf Staters earn their living, when we held "open house" at our new home office building in Beaumont last month.

Approximately 2,500 - 3,000 GSU-ers and their families visited the building on employee open house night, August 27. Some 2,000 attended a similar open house for the public August 29.

Visitors were welcomed by representatives of the Engineering, Transmission and Distribution, Production, Sales and Accounting Departments. Escort- ed by Company guides, groups of visitors were conducted through a planned route, which included many interesting features of the building.

Refreshments were served in the coffee bar, where souvenirs were given to women and children attending.

Approximately 55 news reporters from Sabine area newspapers, radio and television stations were our guests August 26. President Nelson and Vice President E. L. Robinson spoke briefly to the group, which assembled in the auditorium on the 20th floor, toured the building and then had dinner in the Beaumont Club rooms.

Everyone seemed to have a good time at all three openings. At the employees' "family night," from 6:30 p.m. until 9:30 p.m., Tuesday, August 27, about 2,500 assorted cookies and some 3,000 ice cold drinks were consumed. Approximately 5,000 comic

'Open House' Days Attract Public, Employees To Our Office Building In Beaumont

Over 4,500 Visitors
Tour New Facility
From 'Cellar to Attic'

books were handed to employees' children, along with more than 1,500 balloons and Reddy Kilowatt pencils. Employees' wives each received a magnetic potholder.

Approximately 2,000 copies of an open house booklet, "Growing with Beaumont," were distributed. The booklet was especially prepared for the public opening by the Advertising Department.

The public was invited to inspect the building from 2 p.m. until 6 p.m., on Thursday, August 29. Sabine area residents, some 2,000 strong, consumed more than 3,000 cookies and 1,500 cold drinks, again provided by the Home Service Department. Potholders for the ladies, balloons, pencils and comic books for the youngsters, and open house booklets for all, were the order of the day.

Happy departing guests had some very complimentary remarks for the building and the way some footsore but very enthusiastic Gulf Staters had made them feel "right at home."



Vice President E. L. Robinson (standing) and President Nelson spoke briefly to the group of approximately 55 news reporters who were our guests at a dinner and tour of the new building August 26. The guests represented Sabine area newspapers, radio and television stations.



EMPLOYEE OPEN HOUSE

Here are camera-eye views of the employee open house held at our new home office building in Beaumont August 27. Employees and their families were greeted at the door by Company guides who escorted them on a tour of the building, where they had the opportunity to view many of the interesting features of our new building and meet other Gulf States personnel. Approximately 2,500-3,000 GSU-ers and their families attended.



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Public Open House



... AS OTHERS SEE US

Approximately 2,000 visitors accepted our invitation to inspect our new home office building, when we held public open house August 29. The event was similar to the employee open house held August 27, with a guided tour of the building and refreshments in the coffee bar on the agenda.





Mr. Landry

Funeral Services Are Conducted For R. J. Landry

Funeral services for R. J. Landry, 64, Lake Charles, residential sales representative, were held at 9 a. m. August 29, at St. Hubert's Catholic Church in Lake Charles. Mr. Landry died August 28, at St. Patrick's Hospital in Lake Charles, after an illness of 10 days.

Mr. Landry joined our Company in 1917 as a street railwayman. He became a meter reader in 1930, a district representative in 1935, a customer service representative in 1943, a customer contact clerk in 1946, and a residential sales representative in 1951. He was awarded his 40-year service pin last May.

Born in West Lake, Louisiana, Mr. Landry was reared in Lake Charles and had spent the remainder of his life there.

Survivors include: his wife, Erie, and four sons, Alcide, Hubert, John and Robert L. Landry Jr., all of Lake Charles; four daughters, Mrs. Alloy Reeves, Mrs. R. E. Winn and Mrs. Norman Duffy, all of Lake Charles, and Mrs. Joe Raley of Baton Rouge; one brother, Sid Landry of Lake Charles; and 14 grandchildren.

Promotions In Beaumont, Navasota Announced

Thomas Whiddon New Personnel Assistant;

Don Ware Is Advanced To Utility Foreman



Mr. Whiddon



Mr. Ware

Two promotions, one in Beaumont Division, and one in Navasota Division, have been announced. Employees promoted were Thomas R. Whiddon Jr. of Beaumont, and Don B. Ware of Navasota.

Mr. Whiddon

Mr. Whiddon, Personnel Department clerk, Beaumont, has been named personnel assistant. His promotion was effective September 1.

A native of Austin, Mr. Whiddon graduated from the University of Texas with a BBA degree, majoring in personnel management and applied psychology.

Mr. Whiddon has been employed with our Company for five years, beginning in February, 1952 as Personnel Department clerk.

Mr. Ware, mechanic in the T & D Substation Department at Navasota, has been promoted to the position of utility foreman.

A native of Center, Texas, Mr. Ware was educated in Navasota. He joined our Company in August, 1947, in the Substation Department, where he subsequently progressed through the various classifications, prior to his promotion.

POWER STATION NAMED

"Willow Glen Power Station" has been chosen as the name for our future new power station to be constructed 17 miles south of downtown Baton Rouge. Announcement of the name was made this month.



378 MILLION SALES CONTACTS
ANNUALLY ARE ALL IN A YEAR'S
WORK FOR NINE GULF STATERS IN

THE ADVERTISING DEPARTMENT

Our Company's 160 sales employees would be flabbergasted if they were asked to make 378,000,000 calls on our customers this year.

This tremendous task would require that the sales force make 6,300 calls a day, 7 days a week, or a customer call every 14 seconds!

Fantastic as it sounds, our Company will have made that many sales contacts this year by December 31, 1957, by means of our advertising program.

Nine employees create our advertising — from conception of the idea through presentation to the public. Our advertising program is channeled through 40 weekly and 8 daily newspapers; 22 radio stations; 6 television stations (and a new Port Arthur station will begin operating this month); 77 billboards; various trade magazines; fairs; displays and exhibits.

FROM IDEAS TO IMPRESSIONS

The attractive advertisements you see and hear are products of the imagination and creative ability of J. E. DeJean, supervisor of advertising, assisted by Bea Yazbeck and Don Hall.

Copy is first written, digested and rewritten to tell the story as clearly and simply as possible. The condensing is done by the writer alone and by discussions between him and Mr. DeJean.

When copy is ready, it goes to the artists for layout preparation. They are usually asked to make from two to a half-dozen layouts for the idea.

Artists Merle Ann Merritt and Gene Jackson "rough out" the required layouts and submit them

to the supervisor for consideration. "Roughs" show illustration placement, copy location and the size and kind of type to be used.

Approved layouts are returned to the artists for finished art. Kenneth Sutton, director of advertising, and Mr. DeJean take each finished layout and make a detailed check of it — is it in good taste? Does it conform to Company policy? Is it as clear as possible in layout and copy? Is it an ad which will put our best foot forward and sell the Company, its services and the "Live Better . . . Electrically" idea?

Copies of the accepted ads are scheduled for date of presentation and sent to the local superintendents who are responsible for getting them to the media in which they will be presented to the public.

H. R. Mathews, supervisor of production and records, co-ordinates all production phases. Briefly, his responsibility begins with the approval of the idea and ends only when the idea becomes a reality in print or on the air waves.

MANY MEDIAS USED

Newspapers, which enter practically every one of the estimated quarter of a million homes in our service area, carry a variety of Company messages to their readers. Some of these ads tell the advantages of "Live Better . . . Electrically," HOUSE-POWER, electric appliances, heat pumps, cooking schools, holidays, open houses and proper lighting. Others are designed to sell our Company, its services



The building of an Ad — Copy, Art, Layout, Mat and Finished Ad.

Writer Don Hall prepares copy.



Artist Merle Ann Merritt and production supervisor Herschel Mathews confer . . .

Artist Gene Jackson creates layout . . .



and our service area. Many advertisements are prepared to promote the good works in the communities we serve, such as health, welfare and character — building agencies, safety, cultural organizations, etc.

Outdoor display ads are created and screened each month. Each of the 77 posters carry a message, which can make a simple but lasting impression on the hundreds of thousands of automobile and bus passengers who see the ad.

Radio and television commercials are prepared or purchased, scheduled and distributed by this department. The department works out the format for our Gulf States Theater television program and screens the films to be shown.

A direct mail program (regular monthly mailings to 14,000 commercial and industrial customers) offers our help in suggested improvements to lighting, cooking, heating and cooling facilities and in machine application and wiring layouts.

ALSO ADVERTISING

In addition to the regular program, ads of all kinds are necessary every month for various publications. Advertisements for holidays, special events, football programs, baseball park fences, county or regional and parish fairs, open houses, chamber of commerce papers, high school annuals, baby books, builders magazines — the list is endless — are all prepared and placed on time by the System Advertising Department.

Two special news bulletins are published by the department. **ELECTRIC COOKING NEWS** is written by Bea Yazbeck for the Commercial Sales Department. Don Hall writes **MATCHLESS NEWS** for Residential Sales.

Two internal publications are also issued by this department. **ADVERTISING AND RELATED ACTIVITIES** gives our advertising plans for the following month. **SALES AT A GLANCE** recaps our accomplishments for the preceding months.

Three hundred and seventy-eight million sales calls a year is a large task for nine employees — it can only be done through advertising.

and Advertising Supervisor J. E. DeJean and writer Bea Yazbeck correct proof.



Advertising Department screens a TV movie.



'Brainstorm' Winners Announced

For Second Month Of Contest

The second month of our Safety Department's Brainstorm Contest is over and the ten winners have been selected.

"Response this month was even greater than for the July period. Everyone has sent in good ideas and it was a difficult job picking the winners," said Frank Jones, safety director.

This monthly contest will continue through December and you may send in as many entries as you wish.

Winners in the August contest are listed below. Each winning brainstorm earns its originator \$5.



G. G. Braud, Tax Department, Beaumont

"While walking down stairs
Keep your hand on the rail.
Or down to the bottom
Like a brick you will sail."

Melvin S. Cole, Engineering Department, Beaumont

"With children around a home, always turn handles of cooking utensils toward the rear of the stove when cooking. Most children have a plundering attitude, and some get burned badly by tipping things over on themselves."



Robert L. Couvillion, Sales, Beaumont

"Do you know that seat belts not only help protect from injury in case of an accident, but also help prevent accidents by assisting the driver to re-

tain control of the car when bad bumps, holes or rough terrain is encountered?"

**Pat Eldridge
Mail Room, Beaumont**

"With school about to start first graders have a lot to learn about road safety. Drivers — give them a chance."



W. B. Martin, Production Department, Naches Station, Beaumont

"You are playing with your life and not toys when they are left on stairways. Play safe and pick them up immediately."



Herschel Matthews, Advertising Department, Beaumont

"Office personnel in the new Gulf States Utilities office building should immediately familiarize themselves with the location of fire equipment such as extinguishers, hoses and escapes."



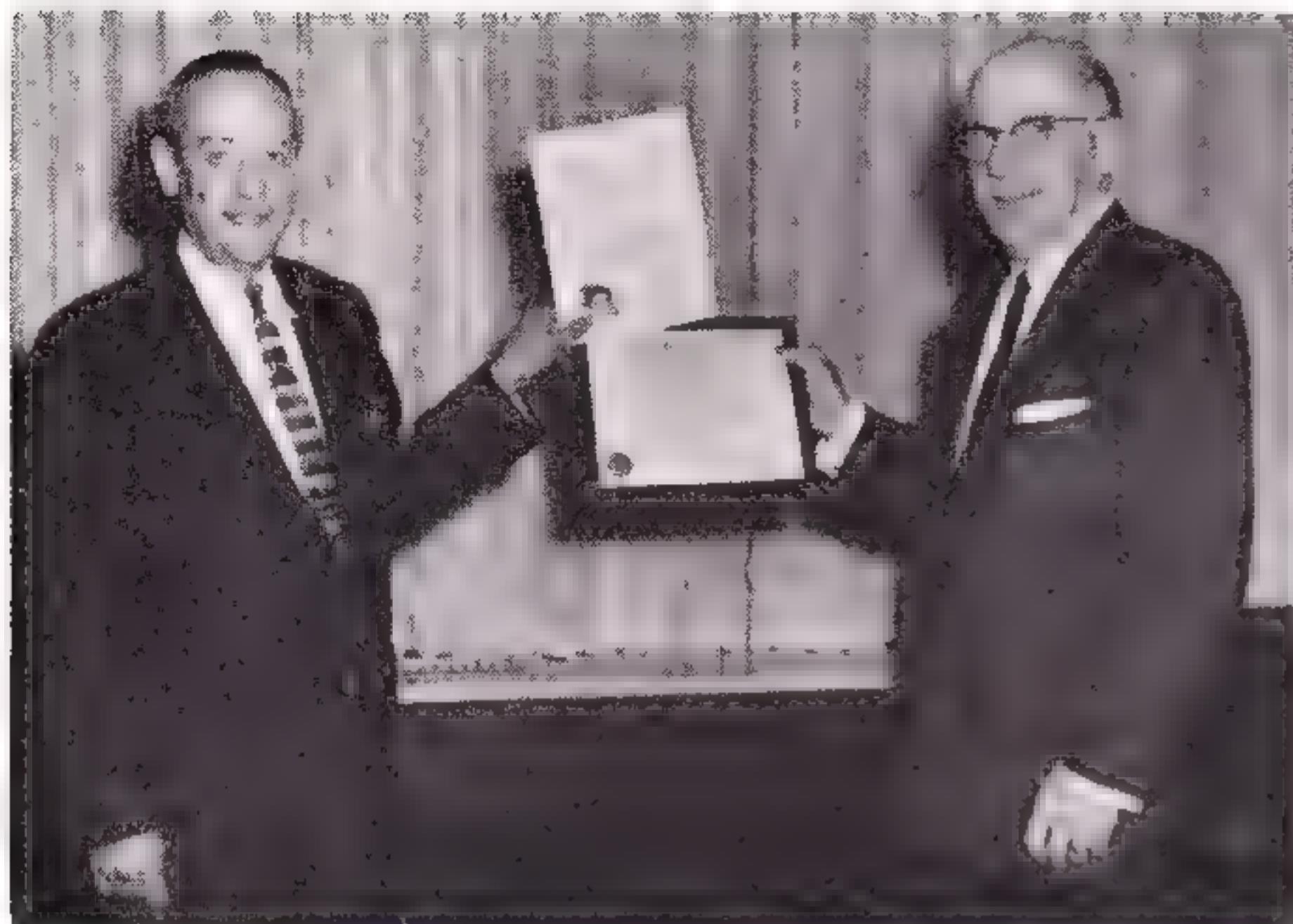
Rufus J. Mier Jr., Sales, Lafayette

"Safety adds a future to each year."



Albert H. Dewailly, Meter Department, Baton Rouge (Picture not available)

"Before backing automobiles out of driveways, always check carefully under the car and behind it. Small children like to play near or under an auto in the driveway. Fatal accidents occur frequently to small children. Play it safe. Let's not let it happen in our homes."



Vice President W. H. Gieseke, left, and President Nelson hold the two awards presented to our Company by FINANCIAL WORLD magazine and the United Shareholders of America, for our Annual Report which was judged outstanding. Our report is now in the top 300 of the 5,000 examined and is eligible for the highest award.



The 'tiny tot' and teenage sets learned valuable tips on cooking—a la electrode—from Baton Rouge Home Service Advisors Mildred Tribble and Marlene Schwartzenburg. The girls were members of Camp Fire Girls and Girl Scout organizations, which sponsored the classes in our auditorium in the Baton Rouge building last month.

SERVICE AWARDS

30 Years



C. P. Shirey
Training and Safety
Beaumont

20 Years



Helene Hartel
Accounting
Beaumont



W. M. Hurt
Accounting
Beaumont



J. W. Lamm Jr.
Local Superintendent
Baton Rouge

10 Years



L. P. Cammack Jr.
Engineering
Beaumont



K. W. Lewis
Distribution
Port Arthur



Dora Porter
Accounting
Beaumont

That "Low-Priced" Power Is Costing

US In Many Ways—

This is the second in PLAIN TALKS' series of four excerpts from Edward Vennard's speech "Our Most Pressing Problem." Mr. Vennard, a former Gulf Stater, is now vice president and managing director of the Edison Electric Institute and one of the industry's best informed.

Until recently the advocates of government power operation admitted that the Federal government could not go into the power business except when power generation was a by-product of such constitutional functions as flood control and navigation. The whole TVA idea was put through Congress on the basis of power being incidental to the constitutional functions.

Now, there is no pretense. Today 70 per cent of TVA's power is generated from steam plants. There are other government power projects being planned and started which do not involve navigation, flood control, or any other constitutional justification.

Government Enters Business

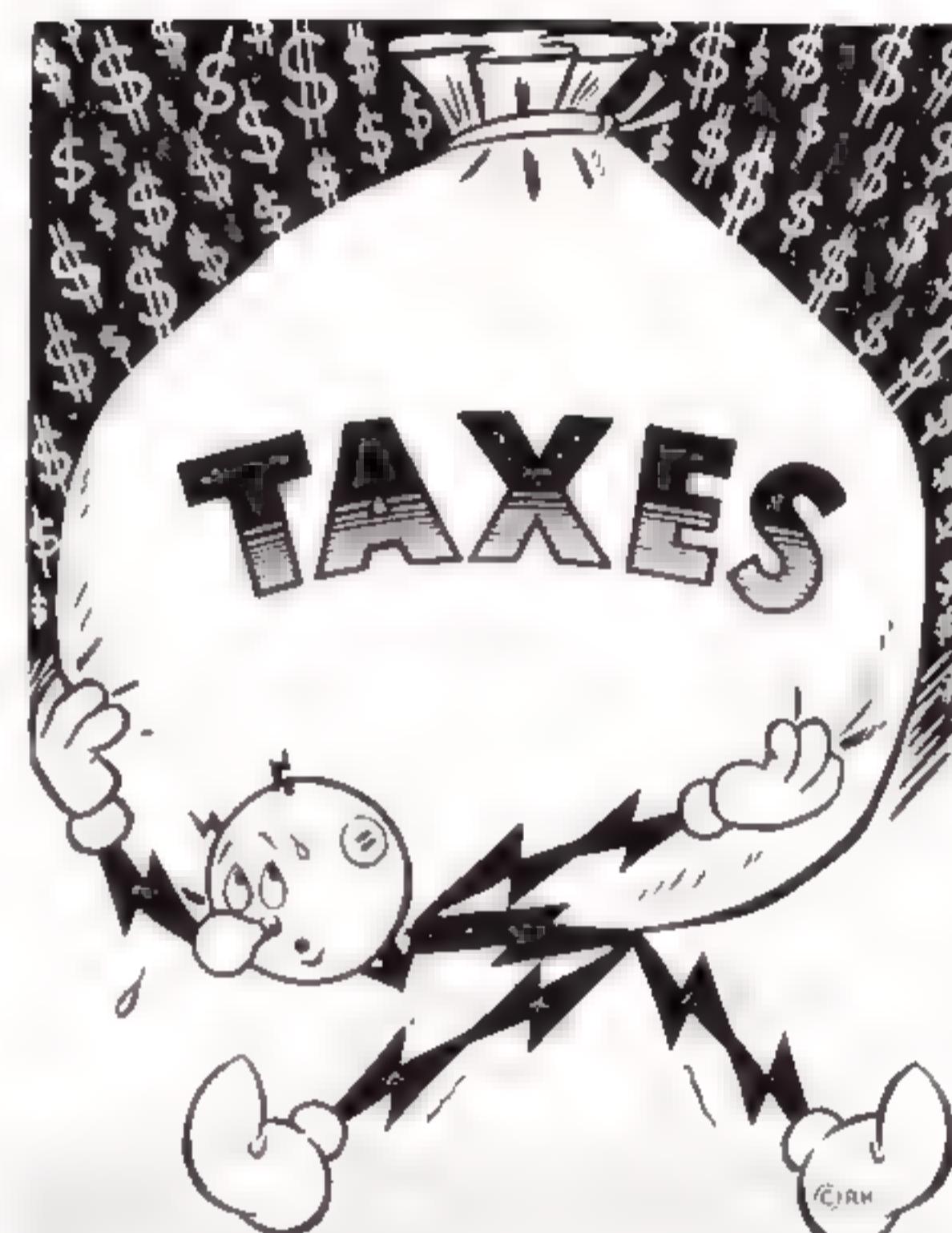
Thus, as of today we have a situation in which the Federal government seeks to supply the power requirements of a particular area of the country at the expense of all the nation's taxpayers. The power to do this is not expressly granted to the government in the Constitution, and yet it is being done. If we are wrong — if the limitations of the Ninth and Tenth Amendments mean nothing — if the government can go into the power business, then it can go into the steel business, and into the shoe business or any other business.

We are not asking for any special favors. One of the fundamental ideas of American justice is the right to a fair trial. If we cannot get Supreme Court rulings on the constitutionality of this practice, we may be forced to stand idly by and watch as the government gradually takes our business from us. Our final appeal is to the sense of fairness and justice, the wisdom and the good sense of the American people.

Money Cost

One of the most important financial factors in supplying electric service is the cost of money — the interest rate. Let us see how the government favors itself.

Some power projects such as TVA are financed by the Federal government with gifts of taxpayers' money. The TVA law does not require TVA to pay interest on the \$2 billion of taxpayers' money donated to it. In other cases, the government charges an interest rate which is less than the market



price. The Federal government can borrow at a low rate of interest because of its power to tax. This does not represent the price the American people want for the use of their money when it is used in the power business.

If it is argued that the government should be in the power business because it can borrow money at lower rates than the power companies, the same reasoning holds true for government operation of all other businesses. Obviously, the result is a system wholly foreign to the American system. In the case of TVA, what is happening is that the people of 47 states are chipping in to pay the carrying charges on a plant to serve a favored area — carrying charges that ought to be reflected in the rates charged, as they are elsewhere, and paid by the people who receive the service.

Tax Inequality

Present tax laws favor customers of government power. This inequality is one of the greatest injustices. Power companies are taxed locally as well as by the Federal government. About 23 cents out of every revenue dollar goes for taxes. It is a well-known fact that the cost of making any commodity goes into the price of that commodity. The tax the power companies must pay is passed on to the consumer. In a real sense, the power companies, like other businesses, are tax collectors for the

government, because the taxes they pay are added to the price the customers pay for the service. Government power projects pay little if any local taxes and no Federal income taxes. Under the present arrangement the 80 per cent of the people who buy their power from power companies pay their own tax through their power bills, and in addition, they pay taxes for the 20 per cent of the people who buy their power from tax-free government cooperatives or municipal plants.

When the people learn about this, they are opposed to it.

Preference Clause

When we realize that government power is artificially low-priced power, we then realize the unjust and unfair nature of the preference clause. The clause enables some groups of citizens to get first call on this so-called "cheap" power while the other citizens who are actually paying for it must take a back seat. The preference clause should be changed to treat all citizens equally.

Effect of Subsidies on TVA

There are many other subsidies in favor of government operation, but let us look at the effect of just two, cost of money and tax inequality, using TVA as an example. Let us assume that the government had to operate TVA under the same rules it has laid down for the power companies. TVA would have to borrow money from free investors in the same way the power companies borrow from investors in the American free market. TVA would have to pay the market price for its money. TVA would have to pay local taxes and Federal income taxes.

If TVA had to pay this market price of money and pay these taxes, then TVA's rates would have to be almost doubled to break even. The rates would then be no lower than those of any power company under similar conditions, and in many cases would be higher. It is not that government power is cheap power; it is just that TVA sells heavily subsidized

power to the citizens of one area at the expense of all other citizens of America. There is nothing about government that makes the men who work there more efficient than men who work in business.

Because of these and other factors, the government continues encroaching on the power business.

It seems to us that these actions on the part of government are unjust and unfair, and that they discriminate against the majority of our citizens. Why, then, do these practices continue? In our kind of society the government is supposed to carry out the will of the people. Are people informed on these matters? We know the facts; do our customers?

A Public Relations Problem

It is obvious that we have before us a public relations problem. We have had public relations problems in the past and we have been able to solve them. Let us review one of our recent public relations efforts to determine whether it gives us a clue as to how we should solve the existing one.

During the 'thirties we became concerned over the extensive plans of the government to go into the power business. We were also concerned over the seeming trend toward socialism in other countries. We witnessed the trend in Germany and Italy. The people of these two countries changed to socialist states by turning over to government the operation of key industries, including electric power.

Later we witnessed a strange action on the part of the English people. They voted in favor of national socialism, meaning government operation of industry, including electric power.

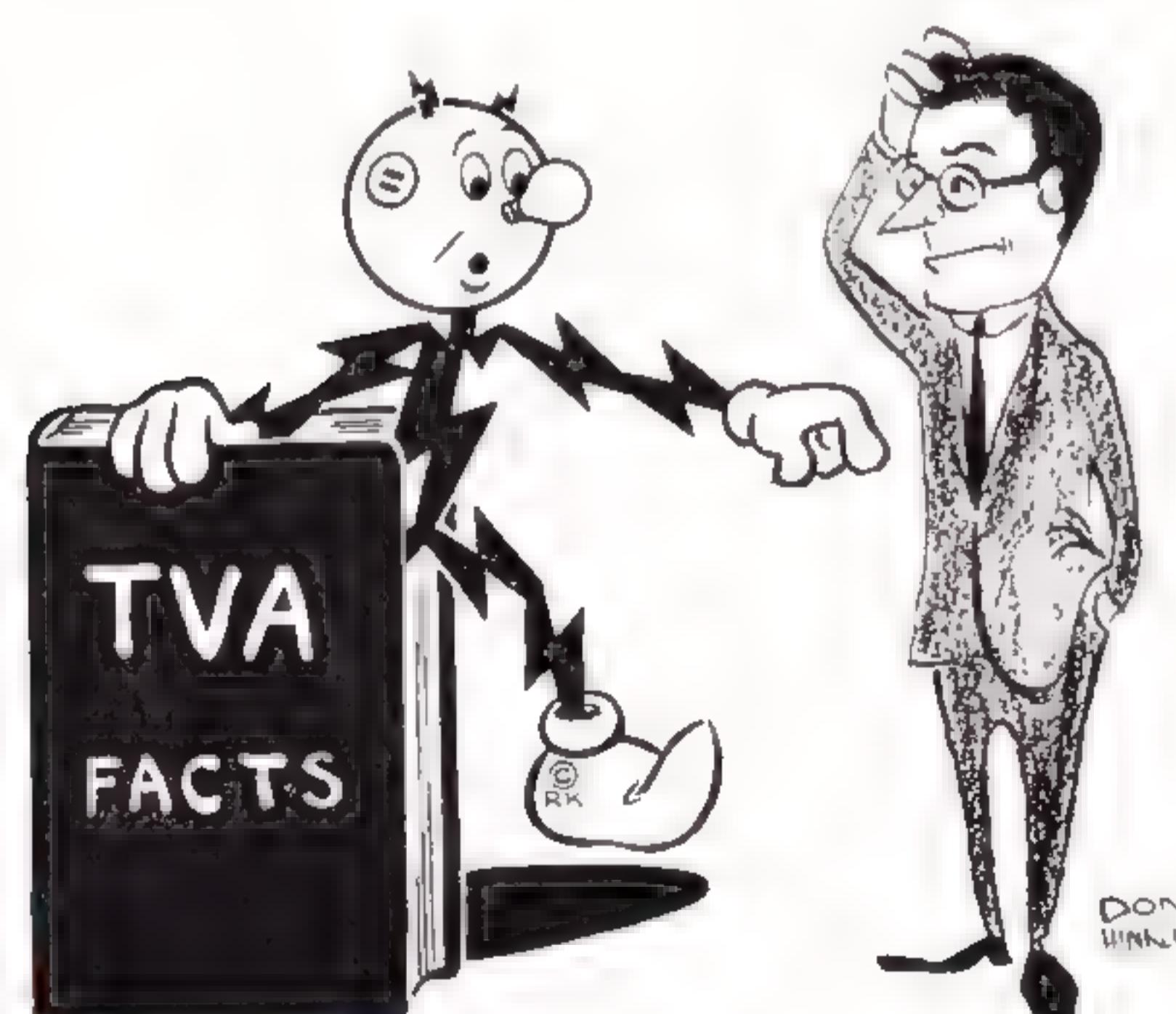
We were familiar with the doctrine of encroaching socialism in America. H. S. Raushenbush and others were kind enough, many years before, to lay the plan on the table for us. We knew that the collectivists were making their move, and we knew that the power business was the first target on their list.

What about the American people? Were they heading toward a socialist state? Were they in favor of government operation of business, including power? If so, why? We needed the answers to these questions. We decided to analyze the thinking and knowledge of the American people. Using the newly developed tool of public opinion sampling, we did some research to see if the American people were, in fact, moving in the direction of government operation.

Many of us were astonished at the results of these measurements. The majority of American people in 1943 were in favor of government operation of the power business. The results also showed that a substantial portion of our citizens believed in those things which we now recognize as socialism, but which were sold to the people as something else.

In these samplings of public opinion the public's knowledge of facts about our business and about the American free enterprise system in general was measured. The results of these measurements gave the first clue to the solution of our problem. We found that practically all of the unfavorable attitudes toward the power business could be traced to a lack of knowledge of facts — facts that we possessed but which we had failed to pass on to the public.

(To be Continued)



GIVE-'Til it Helps!



Just being a good citizen — that's actually what it amounts to. In what has virtually become a tradition, Gulf Staters are again planning to "do our bit" in the annual "give once for all" fund-raising campaigns to support health, welfare and character building agencies, to be conducted next month in five cities in our service area.

In many smaller communities served, where annual fund-raising campaigns are held, we'll do our part — as Gulf Staters and citizens — just as we always have.

Through the years, GSU-ers have always responded to that humane impulse to help those in need — whether it involves aiding hurricane victims, giving blood or working with the "give once for all" drive for the multitude of vital community services it makes possible.

In Baton Rouge, Beaumont, Lake Charles, Orange and Port Arthur — where the united drives are conducted each year — Gulf Staters will be serving as officers, committee members, speakers, fund solicitors and in numerous other essential capacities, giving time, talent and money to help make our communities safer, healthier and happier places in which to live.

Our Company, as usual, will do its fair share wherever we serve.

During October Gulf Staters Will Donate Time, Talent and Money To Help Push Annual "Give Once For All" Drives Over the Top

FOR EXAMPLE:

Here's what two Gulf Staters have to say about the "give once for all" drives:



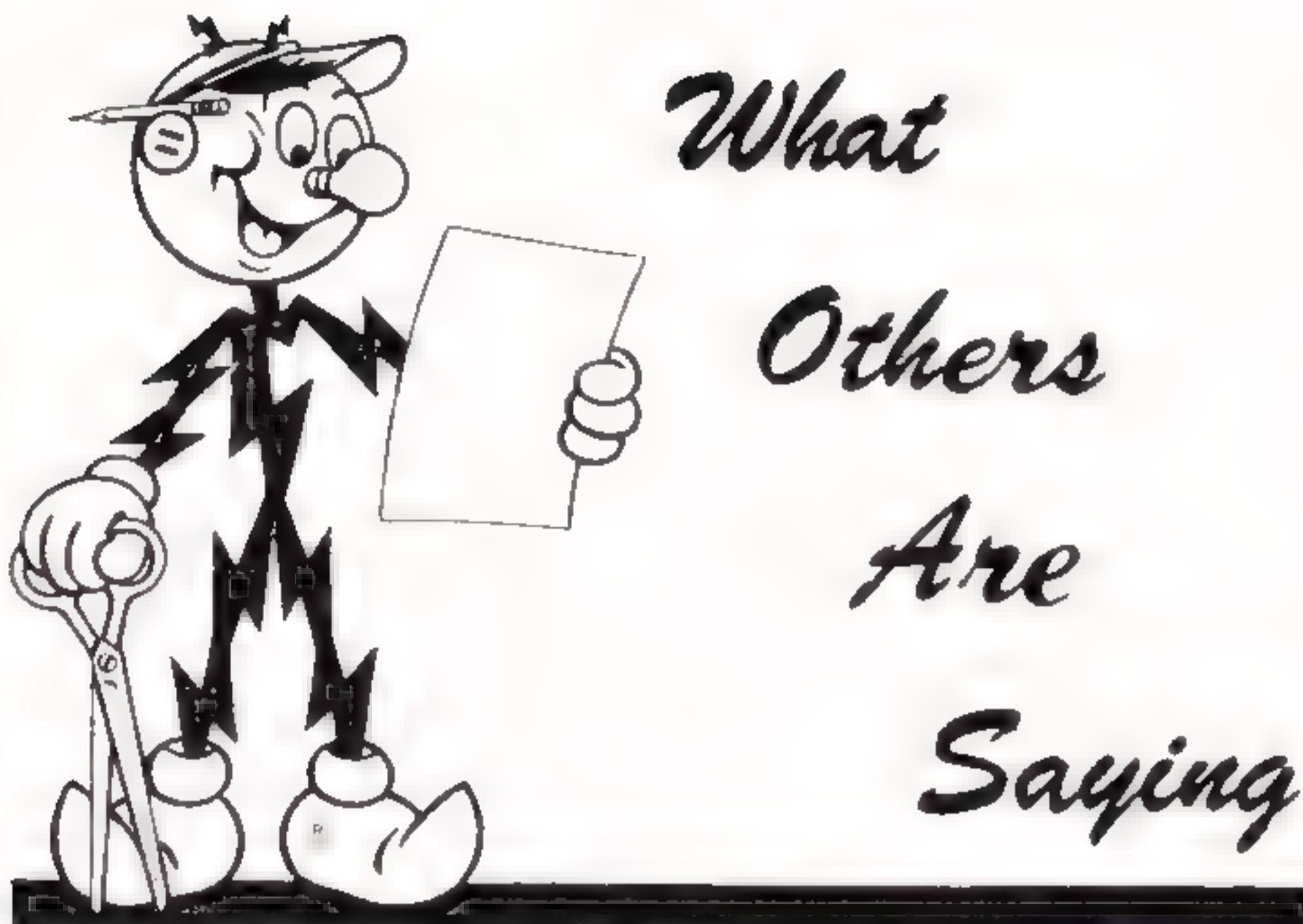
my fair share."

Mary Salim, stenographer, Accounting Department, Beaumont: "Being part of an organization which strives to give service to all makes me doubly conscious of my personal obligation to help others. I gladly support United Appeals (as the drive is called in Beaumont) because U. A. helps so many worthy causes. It makes me feel very good to know that I've given

Robert J. Summers, serviceman, T & D Department, Beaumont:



"Too often we forget that the United Appeals is a necessary organization in our community. It sometimes takes a disaster, such as 'Audrey', a tornado or flood to open our eyes to the need for United Appeals. Only through a united effort can those organizations which make up United Appeals, render help and assistance to the victims, and carry on their day to day help to the young, old, needy and sick of our community. Please give generously to United Appeals and in doing this, give a helping hand to our city."



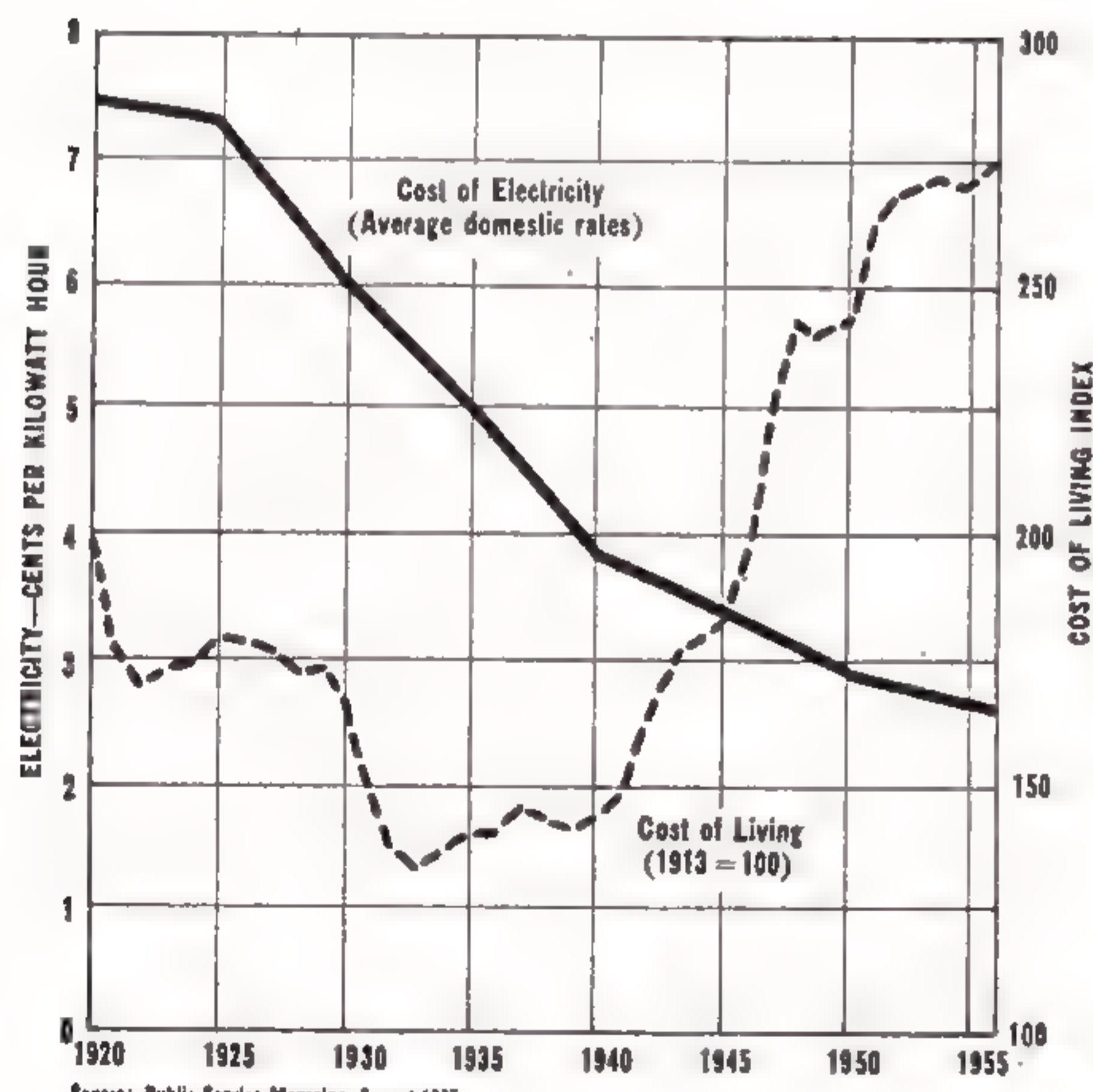
Our Industry Holds Costs Down

Soaring living and government costs might make a visitor from Mars wonder how our system keeps operating.

You could find an answer for him in the successful efforts of many businesses to simultaneously pay increasing taxes and counteract the effect of inflation on their products' cost by improving methods.

Let's take the electrical power industry for an example.

Cost of Electricity Still Goes Down



Source: Public Service Magazine, August 1957

The investor-owned electric companies have been paying a big share of the taxes which keep our various governments going while steadily reducing the cost of electricity.

Taxes

For the year 1956, total taxes paid by the utilities amounted to \$1,761,000,000, or enough to run several complete federal departments for the whole year. These taxes came out of company earnings, and averaged 23.4 per cent of gross revenues.

While making this significant contribution to the cost of government, the electric industry continued its record of decreasing the average rates for residential electric service. The cost of electricity in American homes has declined steadily ever since it started off at about 25 cents per kilowatt hour in 1882. The cost has dropped from 7½ cents to 2.6 cents since 1920.

This achievement took place at the same time that the cost of living index fluctuated widely. While the index climbed from a low of 132 in 1933 to today's high of 275, average domestic electric rates went down three cents per KWH. And the trend is still downward, still helping to counteract the effect of inflation on the cost of living.

Yardstick

Records like this are ignored by those who claim federal power projects — TVA in particular — serves as a "yardstick" for private power rates. It is clear that federal power in the TVA can't be credited with the declining cost of electricity.

To read any such credit into the facts would be to claim that TVA's influence was retroactive from the date it was founded in 1933 back to 1882.

We don't think the visitor from Mars would go for that.

—Washington Report

Wanted: Expert Financier

Who Can Make This Sound Logical

There's a move on in Congress — though a scarcely noticeable one — for a law to allow the Treasury to adjust interest on money it lends to the price it has to pay for money.

Some federal agencies — the Small Business Administration and the Rural Electrification Administration, for example — are permitted by law to borrow from the Treasury at 2 per cent. The Treasury is now paying as high as 4 per cent for money it gets in the market place.

This makes for as nice a deal as you can imagine. Co-operatives under the REA can borrow money at 2 per cent, put it in long-term Treasury notes and get 3.25 per cent or more and pocket the difference. And, according to Representative Becker of New York, that's what some of them are doing.

And that's how silly some of our over-generous federal programs can be.

—Milwaukee Journal



PRESIDENT NELSON HONORED AT FIRST STAFF MEETING IN NEW OFFICE BUILDING

In the photograph above, President Nelson holds the gold plated shovel he had used at ground-breaking ceremonies at Roy S. Nelson Station and a pair of book ends commemorating this milestone in our Company's history. Close-ups of the souvenirs are pictured at right, above.

At the first meeting of our staff to be held in the new building, August 19, the shovel was presented by Executive Vice President J. J. Morrison, Beaumont, and the book ends by Vice President E. L. Granau, Lake Charles, on behalf of the staff.

Attending the first staff meeting in our new building were, standing, left to right, W. H. Gieseke, vice president and secretary, Beaumont; J. A. Reich, production manager, Beaumont; H. C.

Leonard, executive vice president, Baton Rouge; Mr. Morrison; President Nelson; Mr. Granau; J. B. Hodge, Navasota Division manager; L. M. Welch, Beaumont Division manager; C. M. Scott, Port Arthur Division manager. Seated, clockwise, A. W. Hastings, assistant to the president, Beaumont; E. W. Austin, assistant personnel manager, Beaumont; C. P. Shirey, training and safety manager, Beaumont; E. A. Werner, personnel manager, Baton Rouge; H. E. Brown, manager Baton Rouge Division; G. R. Fulton, executive vice president, Beaumont; R. J. Robertson, production superintendent, Baton Rouge; G. E. Richard, treasurer, Beaumont; R. E. Cargill, vice president, Beaumont; and J. B. Coltharp, operations manager, Beaumont.

Letter From Dayton Compliments Service

The following letter was received by our Dayton office from one of our customers on the Trinity River:

August 8, 1957

To Whom It May Concern:

This is not a complaint - please read on . . .

My most sincere thanks and appreciation for your fast and efficient service in restoring power to our river lots after the recent flood and hurricane.

Joe Johansen

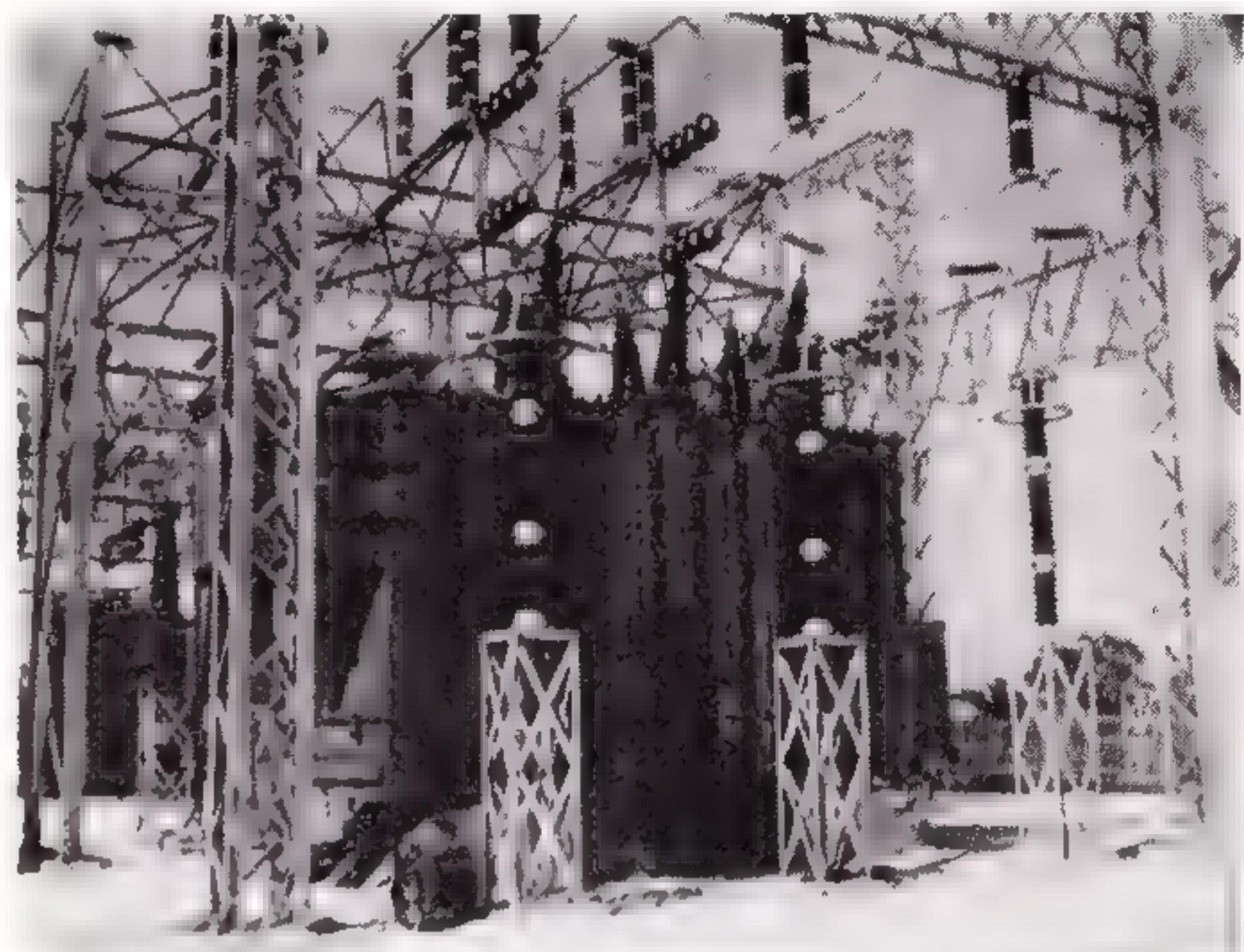
gulf staters in the news

J. B. "Pat" Bishop Sr., assistant manager of our system Residential Sales Department, Beaumont, has been selected "Most Valuable Member" by the more than 80 members of the

Men's Garden Club of Greater Beaumont. He was presented a complete set of garden tools in recognition of the honor, which is bestowed each year on the member chosen as having contributed most to the club during the previous year. Mr. Bishop is secretary-treasurer of the organization.

Ed Smith and Al Gajeske, Purchasing Department, Beaumont, managed the Sports Team during the recent Little League season. Their team won the local championship and subsequently they managed the All-Star Team which placed second in tournament play at Waco.

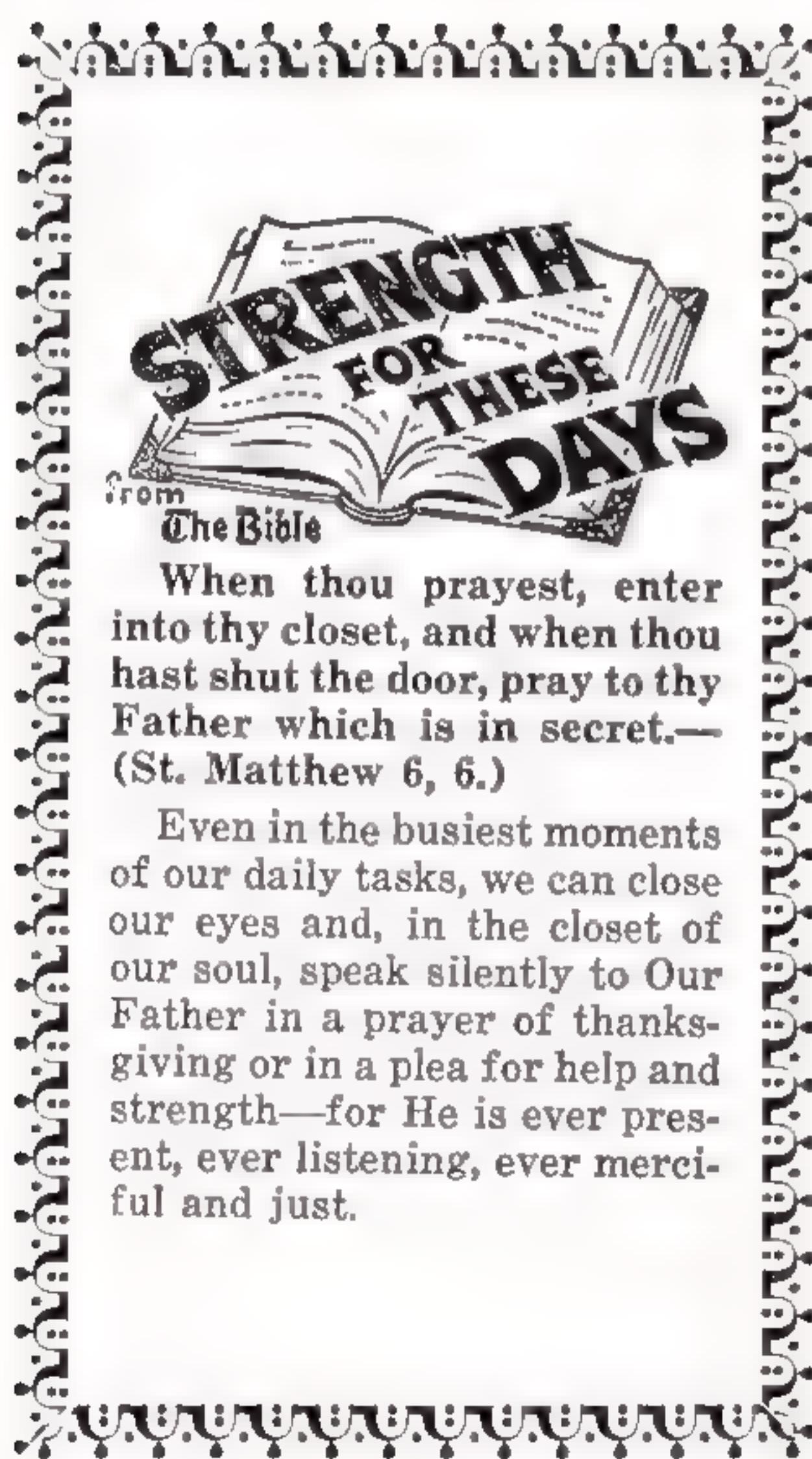
OUR NEW ADDIS SUBSTATION HELPS SERVE BOOMING WEST SIDE NEAR BATON ROUGE



Our new Addis Substation will connect with our soon-to-be-built power plant, 17 miles south of Baton Rouge, with the Dow Chemical Corporation near Plaquemine and with the Louisiana Power and Light Company.

This 45,000 kva transformer, moved to Addis Substation from Port Allen Substation No. 2 weighs 311,000 pounds and holds 13,000 gallons or 99,000 pounds of oil. It has been in service for six years.

NEW SUBSTATION ON WEST SIDE OF MISSISSIPPI RIVER INSURES PLENTY OF POWER FOR NEW INDUSTRIES



When thou prayest, enter into thy closet, and when thou hast shut the door, pray to thy Father which is in secret.—
(St. Matthew 6, 6.)

Even in the busiest moments of our daily tasks, we can close our eyes and, in the closet of our soul, speak silently to Our Father in a prayer of thanksgiving or in a plea for help and strength—for He is ever present, ever listening, ever merciful and just.

Plenty of power for the booming West Side of the Mississippi River in our Baton Rouge Division was assured with the addition of our new Addis Substation, which went into operation August 3. The new substation will interconnect with (1) our new power plant, to be constructed 17 miles south of downtown Baton Rouge, (2) Dow Chemical Corporation near Plaquemine and (3) Louisiana Power and Light Company. The substation is now connected with Louisiana Power and Light Company and is scheduled to begin serving Dow this November.

Addition of this new substation at Addis, will take some of the work load off Port Allen Substation No. 2, which formerly was connected with Louisiana Station, the Lafayette transmission line and the 115 kv line to Louisiana Power and Light Company. With the move of the 45,000 kva transformer from Port Allen tap station to Addis bulk station the 115 kv line was converted to 138 kv. Port Allen substation can now serve the increasing needs of fast-growing Port Allen area, just

across the mile-wide Mississippi from Baton Rouge.

Our new Addis substation is designed with two 138 kv lines, one for the future new power plant and the other to tie into Dow. The line to Louisiana Power will remain, also.

REDDY QUIZ NO. 8



Q. What is a substation?

A. A substation is an assemblage of equipment for the purpose of switching and/or changing or regulating the voltage of electricity. Service equipment, line transformer installations or minor distribution or transmission equipment are not classified as substations.

How's Your Housepower?

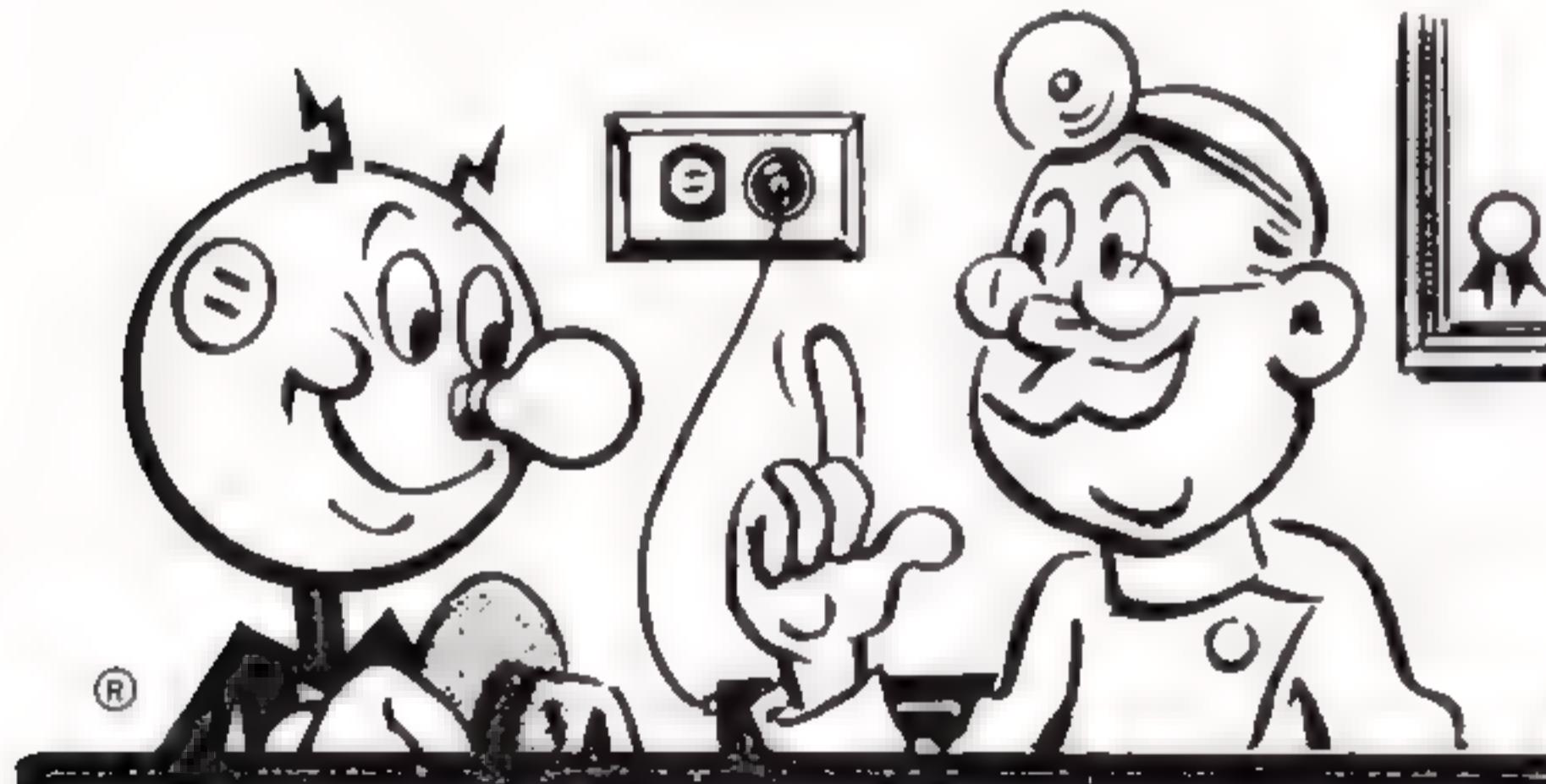
Is Reddy Acting A Bit Sluggish?
Probably He Needs A Check-up

The spotlight is on homes this week (National Home Week, September 14-22). How does your home measure up in HOUSEPOWER? Are you fully enjoying the comforts and conveniences of today's electrical living? Or is Reddy falling down on his job — suffering from electrical "low blood pressure?" With skimpy wiring Reddy slows down, his efficiency drops and he becomes weaker and doesn't do as much work for you.

You can diagnose Reddy's "ailment" by various symptoms. Fuses blow or circuit breakers trip with disconcerting frequency. Lights dim when the vacuum cleaner is turned on. Refrigerators start with an asthmatic wheeze; toasters take an eternity to toast; mixers don't mix as fast as they should; TV pictures shrink and shift . . . all these are warning signs that your electrical wiring needs boosting. You just don't have enough circuits of sufficient capacity to handle all the load. In short, you need more HOUSEPOWER.



When Reddy begins to show signs of low blood pressure in your home, the best "doctor" to call is the electrical contractor. He can recommend a "cure" — a wiring system matched to the load requirement of your home and your electrical living habits. Then Reddy can once more work at top efficiency — and be "up to" the additional demands you'll make on him in future years.



PLenty of PEP —



— THANKS TO HOUSEPOWER!

PLAIN AND *Fancy* TALK

When it comes to cooking, most women are interested in new and easy ways to prepare delectable foods for hubby and children. And one woman who's "just full" of such ideas is Mrs. Grace Brooks, Beaumont home service advisor. Recently she appeared on the "Woman's World" TV program in Beaumont and discussed cooking methods while demonstrating the preparation of a complete menu. It all looked so tasty — and so easy that within a week she had received 110 requests for the recipes she had featured.

Below are the menu and recipes for the foods Mrs. Brooks prepared using all-electric equipment, of course!



Menu

Stuffed Ham Steak

Glazed Cushaw - Garden Salad

Bermuda Dressing

Meringue Squares

Lemon Sherbet

Stuffed Ham Steak

(serves about 6)

2 center cuts ham $\frac{1}{4}$ " thick

Whole cloves

$\frac{1}{2}$ cup finely chopped onion

$\frac{3}{4}$ cup finely chopped celery

$\frac{1}{4}$ cup finely chopped bell pepper

4 Tbps. butter

1 $\frac{1}{2}$ cups bread broken up in cubes

2 Tbps. chopped parsley

$\frac{1}{4}$ tsp. salt

$\frac{1}{8}$ tsp. cinnamon

1 egg slightly beaten

Slash fat around ham steak, stick whole cloves around sides. Set aside. Sauté onion, celery and bell pepper in butter in skillet. Add bread, remaining ingredients, toss lightly. Place 1 ham steak on a large piece of heavy foil (or double if using light weight). Cover all over with stuffing mixture. Top with second slice of ham; hold in place with toothpicks. Bring two sides of foil up and seal. Place on oven rack. Bake at 450 degrees 30 minutes, open foil and bake 10 minutes.

Grace Brooks

Glazed Cushaw (Nice hot or cold)

2 lbs. cushaw

2 Tbps. water

$\frac{1}{2}$ cup brown sugar

$\frac{3}{4}$ cup white sugar

$\frac{1}{2}$ stick margarine

$\frac{1}{2}$ tsp. cinnamon

Peel cushaw and cut in pieces. Place in saucepan with water and steam 20 minutes. Drain. Place in shallow pan, add remaining ingredients and cook uncovered 375 degrees 35 minutes or cook on the surface on low. Baste one time.

Garden Salad and Peppy

1 head lettuce

1 small head romaine

3 medium tomatoes, peeled

1 small cucumber sliced

1 avocado peeled and sliced

4 stalks celery finely chopped

Chop vegetables rather large all but avocado and place in refrigerator. When ready to serve, add avocado and toss with enough dressing to coat. (You could use mayonnaise).

Bermuda Dressing

1 cup salad oil

$\frac{1}{3}$ cup vinegar

1 small onion, chopped

$\frac{1}{4}$ cup minced parsley

2 Tbps. minced green pepper

2 tps. powdered sugar

2 tps. salt

2 tps. dry mustard

$\frac{1}{2}$ tsp. red pepper

Mix all together in jar and shake well.

Meringue Squares

1 stick butter or margarine

$\frac{3}{4}$ cup sugar

3 eggs (save 2 whites)

1 tsp. baking powder

1 tsp. vanilla

Cream butter and sugar. Add eggs one at a time. Add vanilla, beat well. Add dry ingredients gradually. Spread $\frac{1}{4}$ inch thick in shallow greased pan or baking dish.

Topping:

2 egg whites beaten

$\frac{1}{2}$ cup brown sugar

$\frac{1}{4}$ cup chopped nuts

$\frac{1}{2}$ tsp. vanilla

Beat egg whites until stiff, add brown sugar gradually. Add vanilla and stir in nuts. Spread over dough. Bake at 325 degrees 30 minutes. Cut when cool.

Lemon Ice Cream (Serves 4 generously)

2 eggs

$\frac{1}{2}$ cup sugar

$\frac{1}{2}$ cup white syrup

1 cup fresh or canned milk

1 cup coffee cream

$\frac{1}{4}$ tsp. grated lemon rind

$\frac{1}{4}$ cup lemon juice

pinch salt

Beat eggs well, add sugar, mix syrup, milk, cream, lemon rind, lemon juice and add to the sugar and egg mixture. Pour into freezing tray and freeze at coldest position for one hour. Remove and whip or beat until light and creamy. Pour back in freezer tray and refreeze 2 hours. Place a piece of foil over cream; it will be nice and creamy.

Timely Tips

Knit Wit

• Pins have a way of slipping out of place when used to hold sections of a hand-knit garment together for sewing. Try using small metal hairpins instead — the blunt ends of the hairpins won't split the yarn, and the corrugations keep them from slipping out.

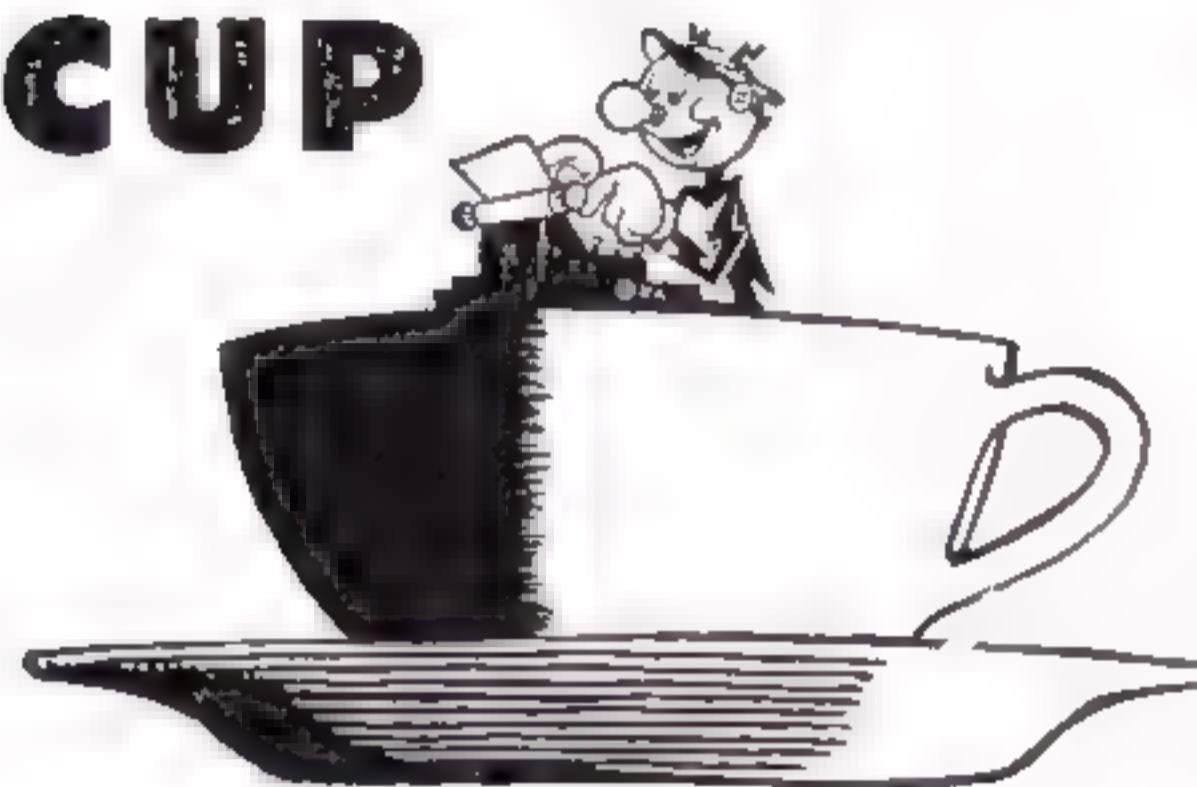
Soft Soap For Floors

• Plagued with squeaky floors? Locate the offending areas and work a bit of slightly softened cake soap into the cracks. Result — complete silence.

Driven to Drink

• To provide an outside watering pan for pets — one that can't turn over — drive a stake into the ground and slip an angel food cake pan over it.

over the COFFEE CUP



KNOW YOUR REPORTER

Each month a thumbnail sketch is carried in this section of the magazine to acquaint *PLAIN TALKS* readers with their fellow workers who report the "goings on" from the various towns, districts and divisions in our system. Knowing who your reporters are, you can more easily supply them with information which they and *PLAIN TALKS* are happy to have.



Lorraine Dunham

Lorraine, clerk in the Engineering Department in Port Arthur, has been a Gulf Stater since May, 1943. She is presently serving as chairman of the Port Arthur Division's float committee for the CavOilcade Parade to be held October 19. Aside from Company work, Loraine is a sports enthusiast. She is a former Women's City bowling champion and a member of the 600 Bowling Club. She is an active member of the Port Arthur Little Theater and designs covers for the programs.



"Happy birthday, Mr. Reich!" That was the greeting when Jack Reich, production manager, Beaumont, was honored with a party during a coffee break last month. Pictured with Mr. Reich are, left to right, Lola Martin, Sales Department; Ruby Corder, Executive Department; Naomi Haynes, Production Department; Frances Engelbrecht, Training Department; Mildred Killbuck, Personnel Department; Mildred Osburne, Executive Department; and Norma Carlisle, Personnel Department.



"Happy" McMillian and Jake Hagler have returned after having been off for some time. "Happy" is general line foreman and Jake is meter foreman. The rest must have done wonders for them as they are both back telling their usual "yarns".

—By Loraine Dunham



Jane Sterling, secretary in the Engineering Department, was honored with a surprise stork shower August 28, at noon in the coffee shop. Attending were Ann Atkins, Muriel Hayes, Carolyn Theobold, LaVerne Lee, Emma Dru McMickin, Bonnie Gore, Billie Barrows and Belle Anderson of the Engineering Department; Norma Carlisle and Wanda Douglas of the Personnel Department; Artie Collier of the Corporation Department; and Lolita Petkovsek and Flo Fuller, former employees of the Engineering Department. Hostesses were Ruby Kessler, Ann Menefee and Ann Ethridge, Engineering Department, and Iri Land, secretary to Assistant Secretary H. C. Hansen.

Friday, September 6, was Jane's last day with our Company.

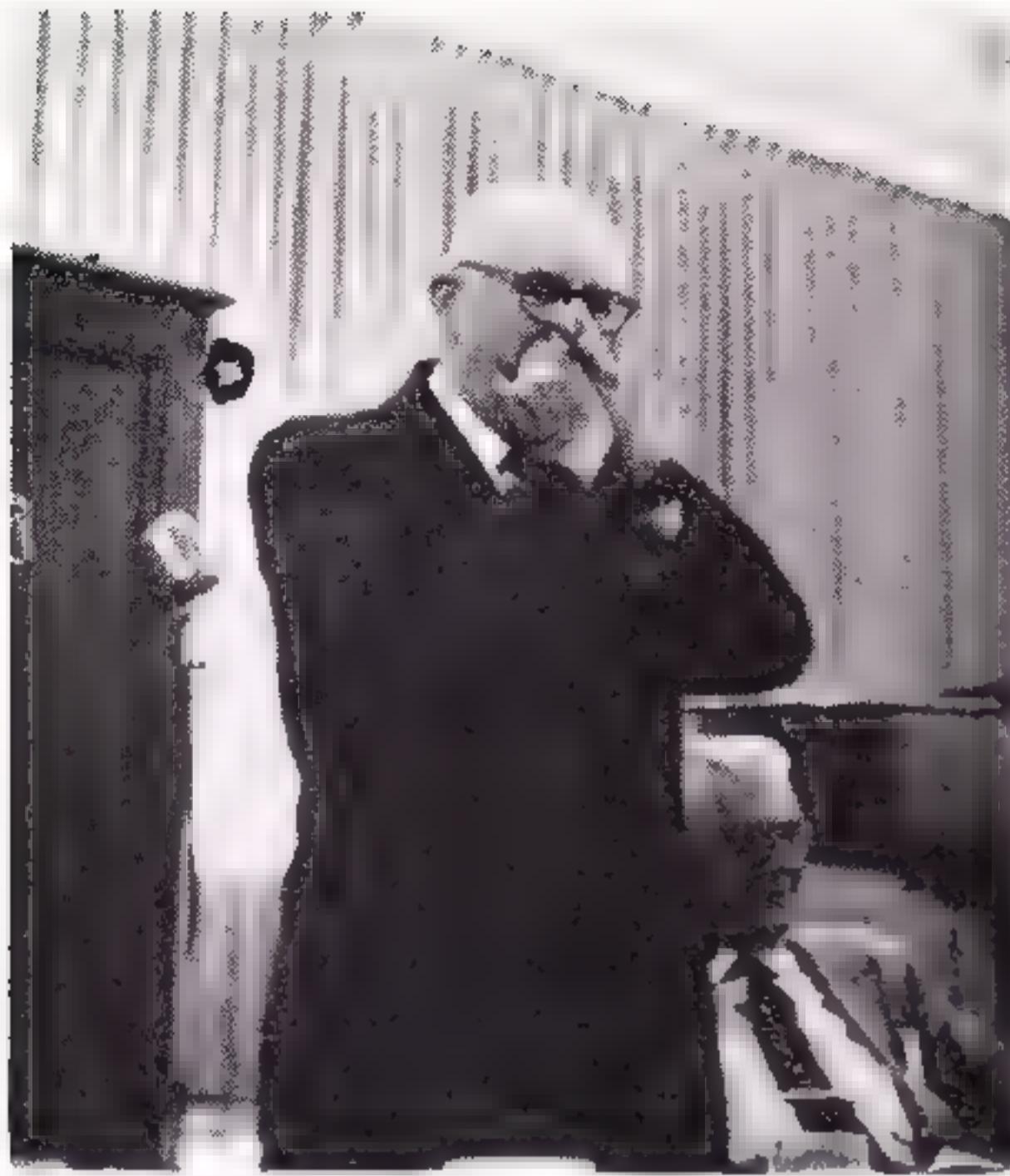
James M. Stokes, son of Mr. and Mrs. J. M. Stokes (he's our claim director) was among Texas A and M College students who won places on the scholastic honor roll with a grade point ratio of 2.25 or better for the past Spring semester at the college. James is now enrolled in West Point.

Keith Hansen, son of Assistant Secretary H. C. Hansen, was among Beaumont High School cheerleaders who were judged winners over all competitors at a state clinic held at Southern Methodist University in Dallas last month. The Beaumont squad included five other cheerleaders.

—By Lola Martin



Keith Hansen



Vice President E. L. Robinson played his harmonica as a prelude to his speech to the Sabine Chapter of the Texas Society of Professional Engineers. After his musical rendition, Mr. Robinson discussed industrial growth of the Sabine area and private versus public power. Chapter President C. A. Knight is shown at right.

Barbara Jean Davidson and George W. Slaughter were married July 6 in Calvary Baptist Church. Barbara is a departmental clerk in the T & D Engineering Department. She is the daughter of **Mr. and Mrs. H. C. Davidson Sr.** Mr. Davidson is in the Construction Budget Department.

Sarah Jean Guelfi, Summer employee in the T & D Engineering Department, was married August 3 to **Donald Ray Miller** of Baton Rouge. The wedding was at Calder Baptist Church. Sarah is the daughter of **Mr. and Mrs. P. J. Guelfi**. Mr. Guelfi is Construction Budget engineer.

Jim Hall, Summer employee in the T & D Engineering Department, and his twin brother **Herman Hall**, Summer employee in the Orange T & D Department, look so much alike that it's confusing, even to Jim. "Awhile back I was driving the car and Herman was sitting by me; I looked in the rear-view mirror and couldn't tell if it was him or me I saw," Jim said.

C. L. Schooley is back at his regular job in the Beaumont T & D Department, after being off for some time following a heart attack.

Rosalind Johnston is back at work in the T & D Engineering Department. She was in an automobile accident early in July and suffered a broken jaw. She reports that she is getting tired of eating through a straw, but otherwise is "doing fine".

Tom Stiteler of T & D Department recently went on vacation to Miami. He says he had never seen so many hotels — some 38 miles of them in Miami Beach.

—By Margaret Galloway

The Billing Department extends a welcome to these new employees: **Betty Clark**, checker, and **Zona Ransome**, billing machine operator.

Beaumont Billing Department employees really get around when vacation time comes around — **Marlene Crabb** went to Florida; **Melba Magee** went to Buchanan Dam at Austin; **Mia Strybos** and **Margaret Landry** went to Louisiana; and **Betty McCord** went to New York — you find Gulf Staters in all directions.

Ann Clark, stencil room, Beaumont Billing Department, became the bride of **Paul Thames** August 17. The couple will make their home in the Lamar College Apartments while Paul is attending Lamar.

Our best wishes go to **Mrs. Weldon Wright**, the former **Betty Jean Miller**, billing machine operator. Betty and Weldon were married last month in the Vidor Baptist Church.

—By Dora Porter

Joe Vallot, Beaumont System Engineering, is the lucky winner of a brand new boat, trailer and outboard motor. Mr. Vallot won his valuable prizes by purchasing the right ticket in a church benefit raffle. Good fishing, Joe!

Nancy Wallace was married to **Marshall Rayburn** August 31, at the North End Methodist Church in Beaumont. Nancy is an addressing machine operator in Beaumont. Marshall is also a Beaumonter.



Nancy Rayburn



R. M. Craig, second from left, Beaumont engineer, was a lucky winner when his name was drawn in Line Material Industries' "Round-Wound Baseball Game Contest." As L-M's guest, he was flown to Milwaukee September 5, where he saw the Milwaukee Braves-Chicago Cubs games September 6-7. Shown above with Mr. Craig are, left to right, Melvin Cole, Frank Morgan, Rodney Morrison and Donel Mills, all of Beaumont Engineering.



Nancy Scott, 16-year-old daughter of **Mr. and Mrs. L. Wayman Scott** (he's Navasota serviceman) will represent the Navasota Lions Club as a candidate for queen of the Grimes County Youth Fair September 27-28.

A junior at Navasota High School, Nancy is one of the cheerleaders there and a member of the Navasota "Side-winder" band.

Navasota Division office vacationists during August included **Ed Hodges**, **Anita Boles**, **Bernice Fread**, **Gerhard Smith**, **Jack Kirkland**, **Anna Weatherford**, **D. L. Knight** and **Jeanette Sangster**.

—By Jeannette Sangster



LAFAYETTE

Jacqueline Duplechin is the new customer's clerk in the Church Point office. She replaces **Florine Daigle**, who will join her husband when he begins his military career in the U. S. Air Force.

Mr. and Mrs. Corbett LeBlanc Jr. recently enjoyed a trip to Houston. En route they visited the new GSU building at Beaumont.

Mr. and Mrs. Frank Sonnier are guests of their son, daughter-in-law and grandchildren in Albuquerque. Frank is the T & D supervisor here.

Denis Dugas Jr. has returned from a vacation trip to Monterrey. While there he witnessed a thrilling bullfight and many other interesting events.

Barbara Cortese spent a week vacationing in the Crescent City recently. A customer's clerk, she has many friends in New Orleans where she visits often.

John Rost Jr. has left our Company to return to college. He was in the Substation Department.

Elaine Lowe, file clerk, will move to New Orleans with her family this month.

A Dutch treat, fish courtbouillon supper was held August 23 at Charles Gary's camp, with 21 Lafayette employees attending. Present at the event were **Rufus Mier**, **Earl Broussard**, **Jim Richardson**, **J. R. Peckham**, **Kelley Powell**, **Horace LaCombe**, **Henry Buckalew**, **M. M. Miller**, **Luther Gallet**, **Horace Trahan**, **Paul Dugas**, **Oray Hernandez**, **Paul Broussard**, **Jimmy Daigle**, **E. Rauschenberg**, **Frank Sonnier**, **Robert Compton**, **Renix Broussard**, **Henry Legnon**, **Norris Monique** and **Charles Gary**.

The Oakbourne Country Club was the setting for a tea August 23 for wives of members of the Louisiana Association County Agricultural Agents, with wives of GSU employees as hostesses. Approximately 80 guests attended. Hostesses were **Mesdames J. R. Peckham**, **C. J. Gary**, **E. Rauschenberg**, **J. K. Powell**, **Rufus Mier Jr.**, **Earl Broussard**, **Horace LaCombe** and **Oscar L. Borne** and **Miss Geraldine Fournet**, our home service advisor.

"Happy Birthday" to **S. J. Ayo**, **Rodney Touchet**, **Paul Dugas**, **Bernard Wiltz**, **Murphy Guidry** and **George Parton**.

—*Cynthia Nolan*

JENNINGS

Mr. and Mrs. Camile Miller and daughters and **Mr. and Mrs. C. B. Cary** drove to Old Mexico on their vacation. Their first stop was in Monterrey where they saw their first bullfight. They then visited Mexico City and surrounding towns of interest. Camile is in the T & D Department, Jennings.

Mr. and Mrs. J. W. Meno report an enjoyable and scenic (although rather warm) trip to Pueblo, Colorado. They visited many historic land marks and other places of interest en route.

Grand Isle was the answer to one family's desire for quiet relaxation. **Mr. and Mrs. Earl Mayfield** and children have just returned from their second vacation trip there and enjoyed it so much they've again made plans for an "island vacation" next year.

Mr. and Mrs. G. W. Hall and Allen have Texas on the agenda for their vacation this year. They plan to visit their son, **George Hall Jr.** (an ex-Gulf Stater) and his wife in Houston and then travel on toward the border.

What could prove more enjoyable than a trip to Carlsbad Caverns by way of Huntsville and San Angelo? **Mr. and Mrs. T. D. Brooks** and sons say it's a wonderful trip. En route home they changed scenery, stopping to sightsee in Del Rio, Ciudad Acuna, Mexico and San Antonio.

Some people have all the luck in the world — or maybe it's just good vacation planning. There's nothing like sunning yourself on the beach at Galveston, with an occasional dip in the Gulf, then taking in the fun and bright lights of night life in Houston. **Mrs. Ardis Lamb**, service desk clerk in Jennings, says she, **Claude** and **Claudia** assure us there's nothing nicer. They also drove to Longview to visit friends and relatives.

Does there by chance remain a state yet unvisited by a vacationing Gulf Stater? What about Mississippi or Tennessee? **Jo Beth Carruth**, Jennings cashier, says to "chalk her up" for those two. She and her mother visited Vicksburg and Memphis, along with several other cities in those states. Usually Jo Beth's vacation consists of

visiting such places as Washington State or D. C., Wyoming, Florida, etc., but this year she decided to stay close to home.

The folder read: "Come to Panama City for quiet relaxation, cool ocean breezes, enchanted balmy evenings, deep sea fishing, sailing by moonlight. A paradise come true." **Mr. and Mrs. Martin Wagnon** couldn't resist such an invitation, so with vacation time at hand, they packed up and headed straight for Panama City.

Lem Gravel and **Rodney Ringuet**, who are National Guards, spent their two weeks at camp. Maybe it was vacation time, but a guy certainly couldn't talk about all the places he'd been and fun he'd had when he returned home.

Mr. and Mrs. John Deshotel and family are vacationing in Florida.

—*By Eddie Belair*

Lt. Rodney Ringuet, Jennings meter reader, is back at work after spending two weeks at Fort Polk with the Louisiana National Guard. Rodney is a platoon leader.

Betty Merrill, home service advisor, spent a week at LSU with **Elizabeth Williams**, Acadia Parish home demonstration agent. The two gave a demonstration on how to make frozen desserts with canned milk for Farm Home Week.

A group of Commercial Sales Department employees, their wives and husbands, got together and went to the "Seafood Jamboree" at the Zigler Hotel in Jennings, August 2.

—*By Mary Ann Gauthier*



Sedonia Louviere drove to Dayton, Ohio on her vacation where she visited her sister, and then on to Battlecreek, Michigan, where she visited another sister. Sedonia reports she had a very cool and enjoyable trip.

Elaine Guidry and her husband vacationed in Miami Beach. They also visited the Keys, Cypress Gardens and Silver Springs.

—*By Frances Roshto*

C. B. Barron, sales superintendent, attended the Public Utility Executive Course at Georgia Institute of Technology in Atlanta July 28-August 23.

Henry Landry, industrial sales engineer, drove his daughter, **Jane**, and a cousin to New York to board a ship to Germany, where the girls will visit Jane's sister, **Betty**.

Vacationers this month included **Jessie Hart**, **Genie Carmena** and **Marcia Hammond**, who spent a few days in the Smoky Mountains of Tennessee; **E. A. Werner** and family, who visited in Waynesville, North Carolina; **Charles Foss** and his family, who "took it easy" for a few days on the Mississippi Gulf Coast; **Bill Goff** and

his wife, **Sara**, who vacationed in Miami and the Florida Keys; **Marcus Andrews** who took a week off to do some fishing and golfing; and **Joe Lane** who selected Panama City as his vacation spot.

Other vacationers were **Aubrey Glover** and his family who went to west Texas; **Gail Chambliss**, who spent several weeks with her mother in Oak Grove, Louisiana; **L. V. Smith**, who visited in his old hometown of Paducah, Kentucky; **Helen Smith**, who spent a week at home taking care of her husband, **Goode**, who is recovering from an operation; **Evelyn Wilsford**, who visited Grand Canyon, Grand Teton and Yellowstone National Parks;

Mildred Tribble, who also visited Grand Teton and Yellowstone National Parks and the Black Hills of Dakota; **Doug Latimer**, who "took it easy" at home with his family for a week; and **Bob Collier**, who went on a deep sea fishing trip while vacationing in Panama City.

The Sales Department wishes a speedy recovery to **J. L. Clements**, commercial sales representative, who is recovering from a recent operation.

Margie Strahan, saleslady, is "doing fine" after a recent operation at the Baton Rouge General Hospital.

—By Lois Landry



Mr. and Mrs. A. J. Toups announce the birth of a son, **Robert Duane**, born August 5. Mr. Toups is in the T & D Substation Department, Beaumont.

A son, **Robert Reese Jackson**, was born July 31, to **Mr. and Mrs. B. B. "Buddy" Jackson**. Mr. Jackson is in the T & D Survey Department, Beaumont.

Mr. and Mrs. John McKeever became parents of a daughter, **Debra Marie**, August 10. Mr. McKeever is in the T & D Engineering Department, Beaumont.

Grandfather A. M. "Slim" Sirman, T & D Garage Department, Beaumont, proudly announces the birth of a granddaughter July 23. The parents are **Mr. and Mrs. C. M. Scott Jr.** Mrs. Scott, the former **Betty Sirman**, was formerly a stenographer in our Executive Department, Beaumont, and Mr. Scott is the son of **C. M. Scott Sr.**, Port Arthur Division manager.

Mr. and Mrs. Donald R. Hood announce the birth of a son, **Michael Ray**, their second child, born at Baton Rouge General Hospital August 8. Mr. Hood is in the Baton Rouge Sales Department.

Mr. and Mrs. Dolph McKown are parents of a son, **Gregory Wilson**, born August 15 at Our Lady of the Lake. Mr. McKown is in the Baton Rouge Sales Department.

Mr. and Mrs. P. E. Kriner announce the birth of a daughter, **Kathy Jean**, born July 2. Mr. Kriner is in the Production Department at Naches Station, Beaumont.

Mr. and Mrs. O. D. Sowell are parents of a daughter, **Penny Venise**, born July 2. Mr. Sowell is in the Production Department at Naches Station, Beaumont.

Mr. and Mrs. D. H. Mayo have a son, **David Irwin**, born July 26. Mr. Mayo is in the Production Department at Naches Station, Beaumont.

Mr. and Mrs. J. C. Queen are parents of a son, **Ted Clay**, born August 13. Mr. Queen is in the Meter Department at Port Arthur.

Mr. and Mrs. Karl Guilbeau announce the birth of a son, **Robert Scott**, born August 11. Mr. Guilbeau is in the T & D Department at Lafayette.

Mr. and Mrs. Tom Whiddon are parents of a daughter, **Lisa Lee**, born August 9 in St. Therese Hospital, Beaumont. She is the third child and first daughter for the proud parents. Mr. Whiddon is personnel assistant in Beaumont.

Mr. and Mrs. Donald Craft announce the birth of a son, **Kenneth Dale**, born August 30. Mr. Craft is a serviceman in the Gas Department, Baton Rouge.

Mr. and Mrs. Byrd Hutchinson are parents of a daughter, born August 28. Mr. Hutchinson is in the Customer Accounting Department, Baton Rouge.

Mr. and Mrs. Carl J. Paline announce the birth of their first child, a daughter, **Rhonda Ruth**, born August 21. Mr. Paline is in the Baton Rouge T & D Department.

Sympathy

PLAIN TALKS extends sympathy to the following:

Melvin C. Garman, Beaumont T & D Department, whose mother died August 28.

Emery Istre, Beaumont T & D Department, whose brother died August 8.

Virgil Foster, Navasota Engineering Department, whose brother died August 26.

Mrs. Lamoyne Goodwin, wife of our area development supervisor, Beaumont. Mrs. Goodwin's aunt died August 29.

Maree Johnson, home service advisor, Beaumont, whose father-in-law died August 29. Maree left our Company August 30.

Chester H. Drake, Port Arthur Service Department, whose wife died August 10.

Mrs. B. J. McMaster, wife of our Jennings District superintendent. Mrs. McMaster's sister died August 29.

GROWING with Gulf Staters



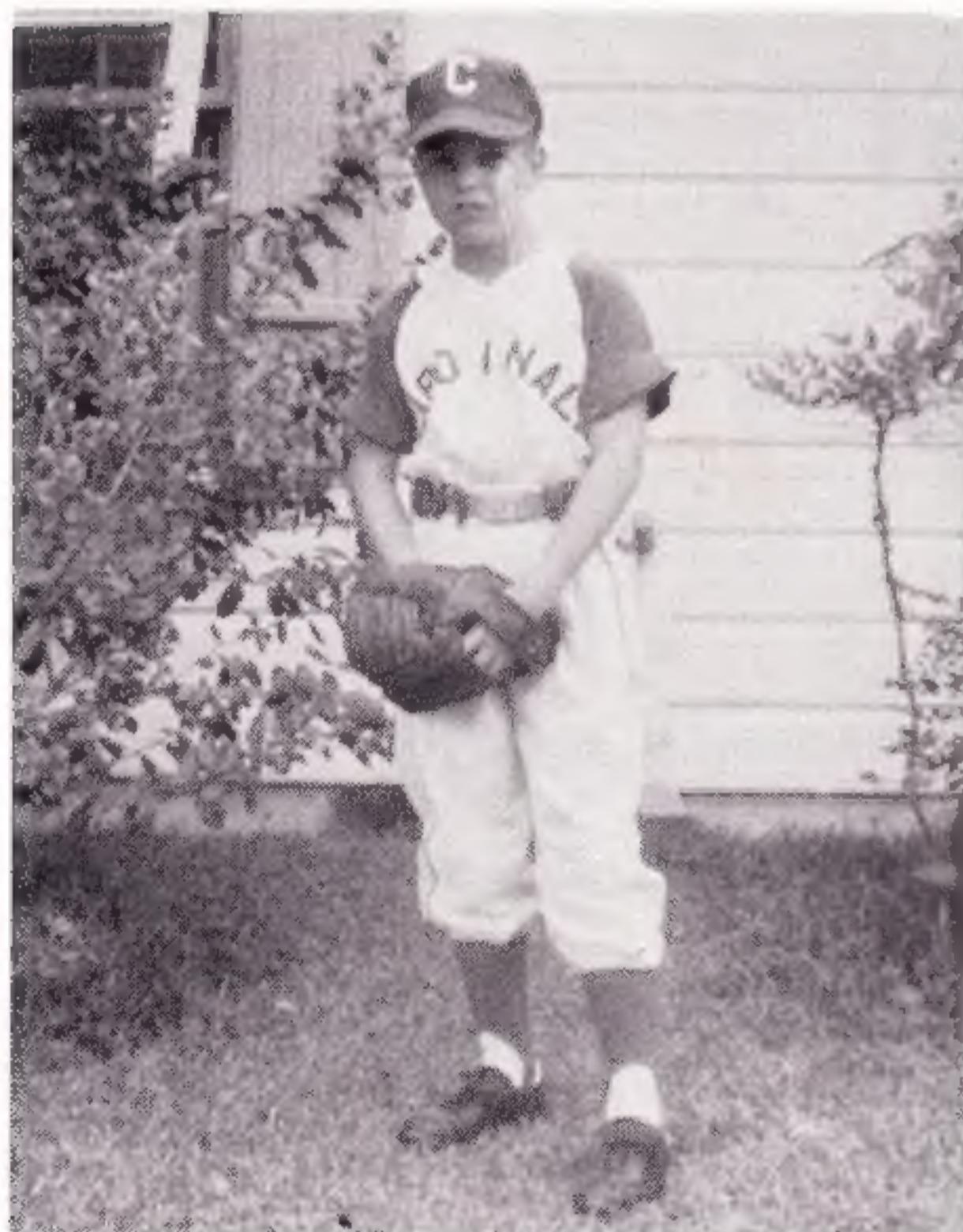
Charles Mark Belair had just awakened from a nap and was "all smiles" when this picture was snapped. He's four months old and the son of Mr. and Mrs. Eddie Belair. Mr. Belair is storekeeper in Jennings.



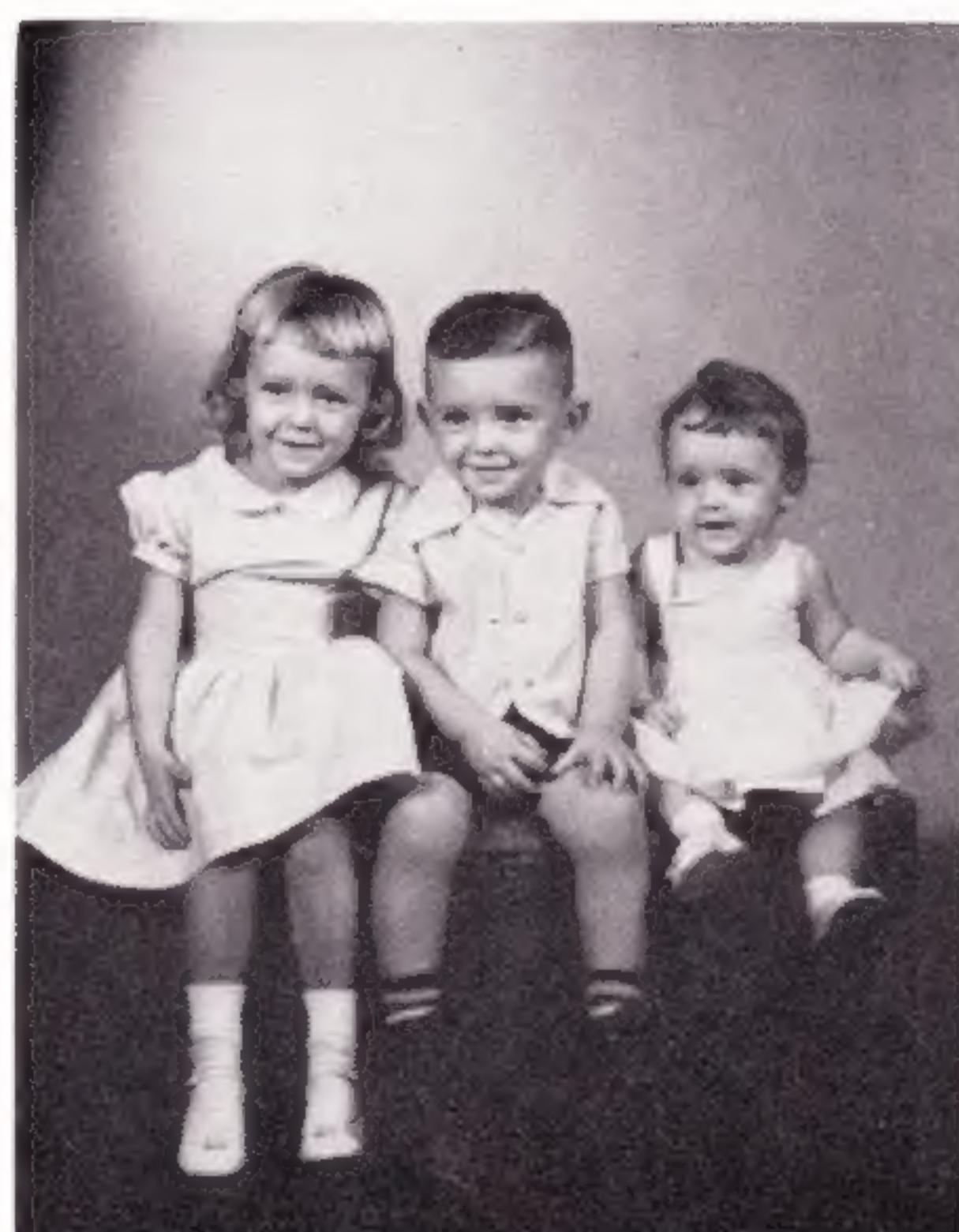
Phillip Craig Hebert strikes a happy pose. He's three years old and the son of Mr. and Mrs. L. P. "Sonny" Hebert. Mr. Hebert is in the Service Department at Port Arthur.



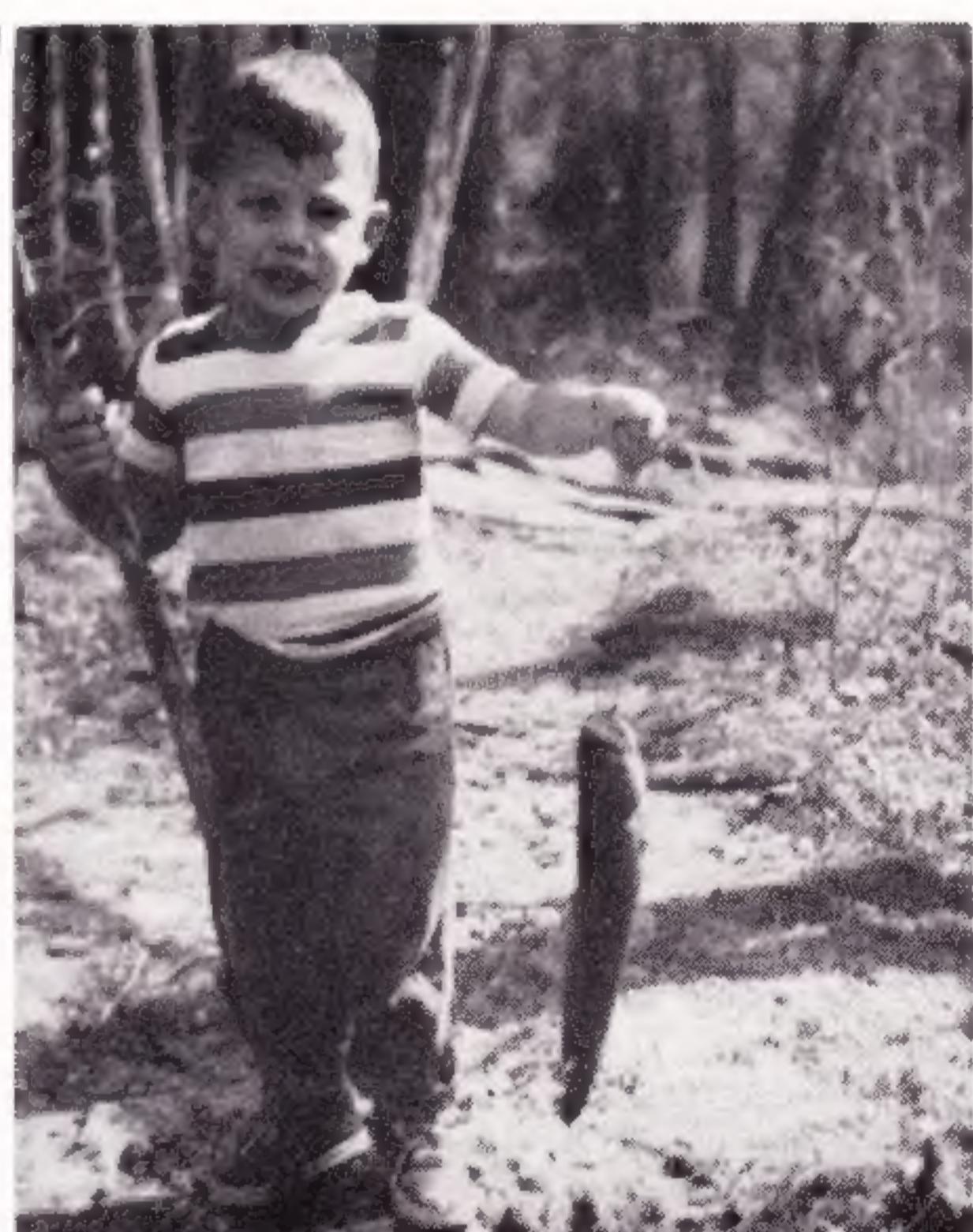
Christie Gay Hampton looks at the camera with some misgiving. Born July 2, she is the daughter of Mr. and Mrs. Paul Hampton. Mr. Hampton is in the Engineering Department at Port Arthur.



Miles Tompkins was center fielder for the Cardinals, 1957 champions of Beaumont's National Little League. He's the son of Mr. and Mrs. R. M. "Tommy" Tompkins. Mr. Tompkins is storeroom supervisor in Beaumont.



These young Gulf Staters are Bernadine, four years old; Mark Anthony, two and a half; and Bernda Gayle, six months. They are children of Mr. and Mrs. Rodney Benoit. Mr. Benoit is a meter reader in Jennings.



David Dupre claims this is "nuttin'" in comparison to the one that got away. He's the two-year-old son of Mr. and Mrs. Charles Dupre. Mrs. Dupre is office clerk in the T & D Department in Jennings.



Company crew members will exhibit their safety records on the side of their trucks. The signs will be changed each safe working day, showing the accumulated days since the last disabling accident to any member of the crew. Some of these signs will show safety records of long standing.

Employees Develop New Testing Devices For Rubber Gloves and Climbing Tools

Company employees have designed and built two devices to help them do their jobs safer.

Rubber Glove Tester

Working in cooperation with the White Rubber Company, Ravenna, Ohio, Gulf Staters are developing this testing device for linemen's rubber gloves.

Testing of gloves had to be done in a laboratory before this tester was built. It is portable — inflating is done with a hand-pump — and a gauge indicates the pressure.

This device quickly shows bad spots, cuts or

other damage to the gloves.

Climbing Tool Checker

S. L. Adams, electrical maintenance supervisor, and J. E. Cifero, electrician, of Louisiana Station, designed and built a magnetic device to test linemen's climbing tools.

An electro-magnetic field is set up through the tool — placed on the machine — and iron powder is sprinkled on it. After the excess powder is removed, the defect in the tool is readily visible as the powder clings to the outline of the defect.



M. C. Akins demonstrates the tester for linemen's rubber gloves which was designed by Company employees.



W. L. Parker is shown using the climbing tool tester which was developed by Louisiana Station employees.

It's time we put our foot down!



"Family of 6 Die in Car Crash." A twisted heap, mangled bodies, a broken child. Ugly headlines, heart-searing pictures. They make you sick.

You look behind the headlines and see—carelessness, negligence, sometimes deliberate evasion of law. Something should be done about it!

Last year, 40,000 Americans died brutally on our highways. This senseless killing must stop. It is time we put our foot down—*past time!*

You can help—everyone can. Urge the authorities to put teeth in traffic laws. Insist on strict enforcement—even if it affects you. Traffic laws work *for* you, not against you.

Saving lives calls for action—now!



Here's how you can help stop traffic tragedies:

- 1 Drive safely and courteously yourself. Observe speed limits and warning signs.

Where traffic laws are obeyed, deaths go DOWN!

- 2 Insist on strict enforcement of all traffic laws. Traffic regulations work for you, not against you.

Where traffic laws are strictly enforced, deaths go DOWN!

**BACK THE ATTACK
ON TRAFFIC ACCIDENTS**

*Support your
local Safety Council*

